THE CANNING TRADE

THE Journal OF THE Canning AND Allied Industries

ESTABLISHED 1878

FROM 1878—THE CANNED FOODS AUTHORITY—1932

Entered as second class matter at the Post Office at Baltimore, Md. under Act of March 3, 1879

Vol. 54 Published at BALTIMORE, (every) MONDAY, FEBRUARY 8, 1932 No. 26

On page 6 of this issue

you will see an announcement headed "*A New and Unique Idea in Canned Foods Advertising and Merchandising.*" Turn to it now. Read it carefully. It is of great importance to every canner in this country.

You will want to get aboard such a practical band-wagon. You will want to get your share of its golden opportunities. But in your enthusiasm for the plan and its possibilities for the movement of canned foods, don't overlook one fact—*quality is vital to success.* Quality means repeat sales. Women may buy the other kind once—but not again. The canned foods industry wants *steady* increase in consumption, built solidly on quality. Nothing else will do.

Impress your trade with the wisdom of buying only quality—selling only quality. Then tie up with this newspaper advertising and merchandising plan—*and get results.*

NATIONAL
CANNERS ASSOCIATION
WASHINGTON, D. C.

FIT YOUR LABEL FOR ITS NEW JOB...

MODERN merchandising puts a big responsibility on your labels. They must *identify* your product distinctively; they must have *consumer appeal;* they must *advertise* for you, and build permanent good will; they must *speed production* by working properly in your labeling machines.

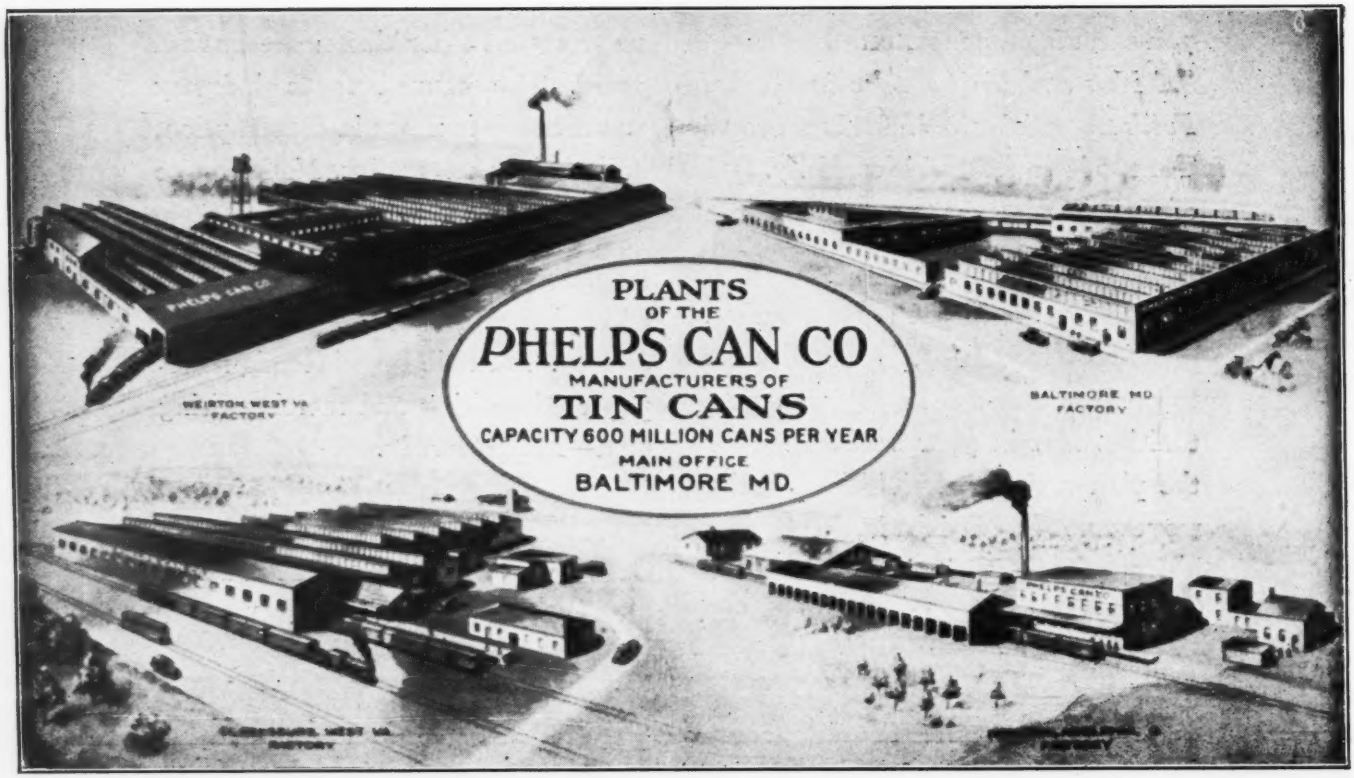
"U S" produces labels that meet ALL these requirements. "U S" is a nation-wide service, with sales offices in sixteen cities, and production plants convenient to you. It's good judgment to confer with "U S" on your label requiremeets.

Write "U S" Today.

TRADE MARK SERVICE... Before adopting new brand names, make sure they are not already in use. Failure to do so may result in costly litigation. Get prompt information without charge about registered and unregistered brand names from the "U S" Trade Mark Bureau at Cincinnati.

THE UNITED STATES PRINTING & LITHOGRAPH CO.

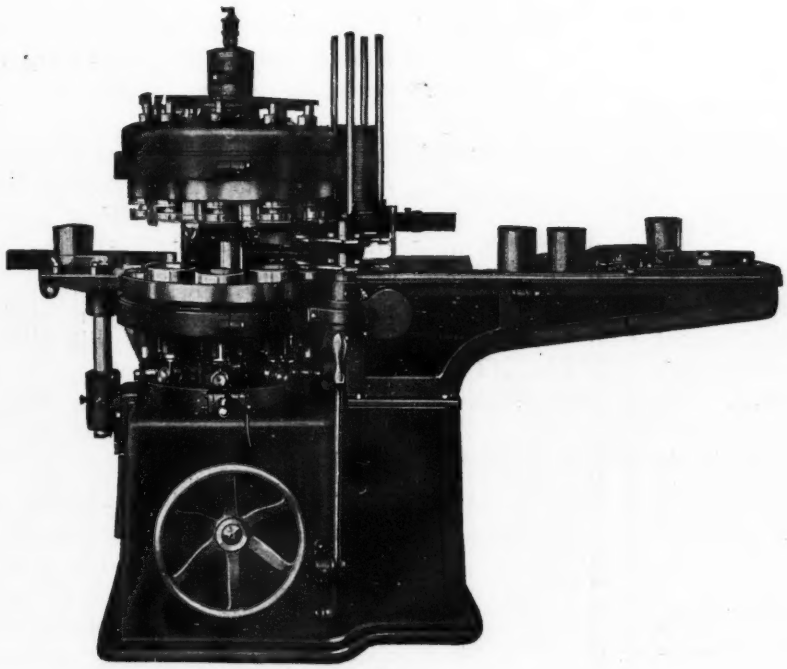
55 BEECH STREET, CINCINNATI, OHIO 98 N. THIRD STREET, BROOKLYN, N. Y. 439 CROSS STREET, BALTIMORE, MD.



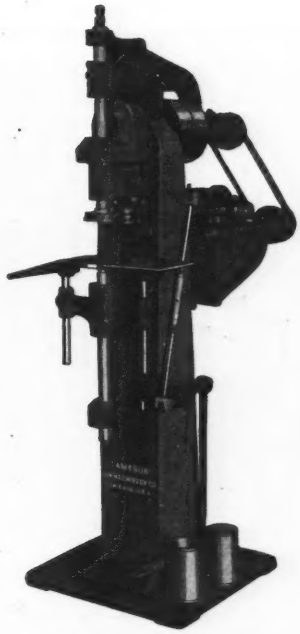
CLOSING MACHINES REGARDLESS OF OUTPUT

WE MAKE EVERY MACHINE FOR CAN-MAKERS REGARDLESS OF THE STYLE OF CAN OR THE NUMBER REQUIRED. SEND US YOUR CAN-MAKING PROBLEMS. WE MAY CUT YOUR COSTS.

NO. 287 DOUBLE-SEAMER



NO. 51 ROTARY DOUBLE-SEAMER



NO. 121 DOUBLE-SEAMER

CAMERON CAN MACHINERY CO.

240 North Ashland Avenue CHICAGO, U. S. A.

A Saving in Cost amounting to $8,836,817.09

has been returned to canners who have been carrying their fire insurance with

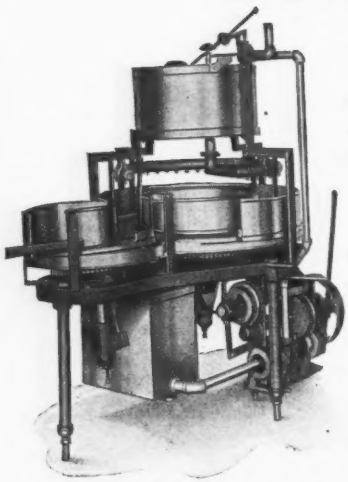
Canners Exchange Subscribers

at

Warner Inter-Insurance Bureau

LANSING B. WARNER, Incorporated
540 N. Michigan Ave.,
CHICAGO, ILL.

SYRUPER - BRINER



for any Fruit or Vegetable. Fills amount desired in any can from No. 1 to No. 3.

All parts coming in contact with liquid made of PURE NICKEL.

Simple, Sanitary, easy to clean, no waste of brine or syrup.

BERLIN CHAPMAN CO., BERLIN, WIS.

BERLIN CHAPMAN CANNING MACHINERY

A Single Unit or A Complete Canning Plant

Judge Syrupers -

(*or Liquid Fillers*)

Are now made to handle—

Model "A" Concentrated Syrup and water added. Using the Cutler Method and Judge System. Giving desired Cut-out for Fruits. Saving waste and time.

Model "B" Same as above, but with VACUUM attachments for drawing a vacuum in the can and then filling with concentrated syrup and adding water to fill cans before entering Vacuum Double Seamer. Exhausting by heat eliminated.

Model "C" Drawing a Vacuum - filling with Straight Syrup - using Displacement Valves; then thru Vacuum Double Seamer. Eliminating exhausting by heat.

Model "D" Judge System for filling cans with a measured amount of liquid - every can getting the same amount.

Model "E" Judge System - with Displacement Valves - filling cans to within a predetermined distance from top - or "Head Space" - after cans are partially filled with fruits, vegetables, etc.

"GENERAL UTILITY" FILLER This machine fills cans with Water, Brine, Syrups, Tomato and Kraut Juice, Puree or other Free flowing liquids. Tips cans to give desired "Head Space".

Runs hot or cold liquid - handles all sizes of cans. Every can full. Stops when exhaust box or double seamer stops. Overflow is returned to bowl. No waste. Operates over any conveyor, chain, cable, belt or disc. Compact. Low Priced. Fool Proof.

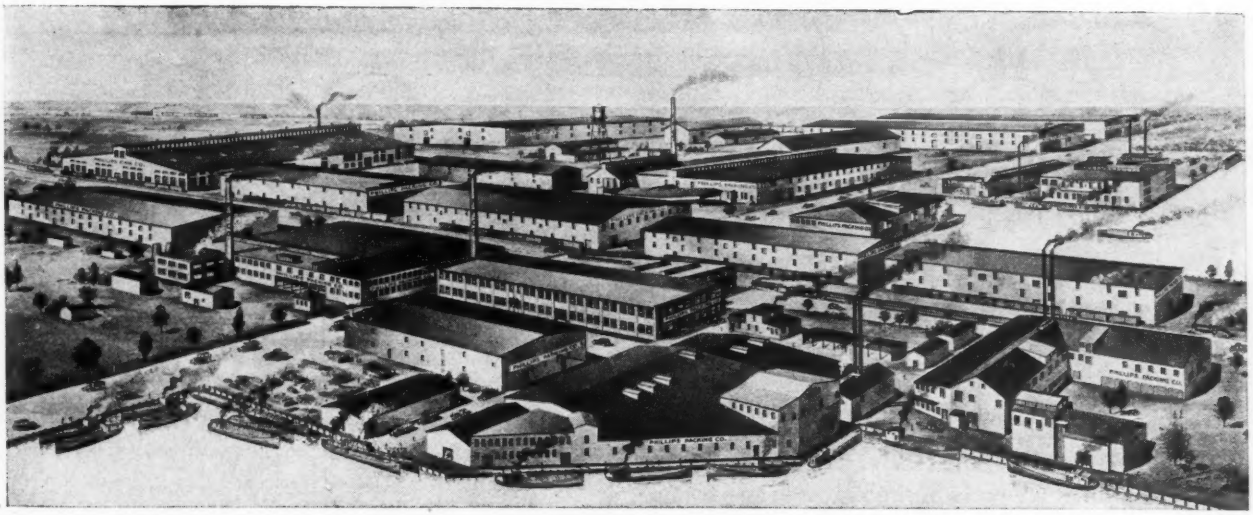
All Judge Machines are built for any desired capacity of cans per minute.

E. J. JUDGE

P. O. Box 238 Alameda, Calif.

PHILLIPS CAN COMPANY

Manufacturers of Packers Sanitary Cans



..Division of the..

PHILLIPS PACKING COMPANY, Inc.

Packers of Phillips Delicious Quality Canned Foods

CAMBRIDGE · MARYLAND, U. S. A.

PHILLIPS SALES COMPANY, Inc.

Brokers and Commission

Canned Foods and Canners' Supplies

Located in the heart of Maryland's great packing industry. Brokers and representatives desired in all markets. Packers' accounts solicited.

CAMBRIDGE · MARYLAND, U. S. A.

QUALITY SEED PEAS

Canners' Varieties Exclusively

Quality is to seeds what character is to an individual. Our seed peas possess the dependability that follows careful breeding.

GALLATIN VALLEY SEED COMPANY

BOZEMAN, MONTANA

A New and Unique Idea *in* CANNED FOODS ADVERTISING *and* MERCHANDISING

—the *first* associational advertising campaign benefiting all factors of the industry and trade —which will both educate and *sell* consumers.

—the first to make it possible for all trade factors to tie up directly with each ad, in the same paper and right by the Association's advertisement.

—the first to make retail merchandising tie-ups desirable, practical, and *profitable.*

—the first associational campaign conceived to actually *move goods* within 24 hours after each advertisement appears.

THAT is the Canners Advertising Committee's 1932 Plan—advertising and merchandising that *educates* as much as ever, that *sells* more than ever.

She reads tonight—she buys tomorrow

Beginning in February, there will appear in about 50 leading cities a series of half-page *newspaper* advertisements by the National Canners Association.

Half Pages in newspapers week in and week out. Not small space, but large, impressive, 4 column advertisements running right down the middle of the page.

In over 8,000,000 homes each one of these ads will be seen and read by the most important Canned Food buyers of all—women.

The newspapers they read tonight are their shopping guides tomorrow. Could there be a better time to talk with housekeepers about the economy, healthfulness convenience, safety and variety of canned foods—to educate and sell a few hours before women shop?

Opportunity for sale

On each side of the hard-working Canned Food advertisements are two open columns for the tie-up advertising of canned foods only by retailers, wholesalers and canners.

Here lies a golden opportunity. It is the first time National Canners Association advertising could be capitalized so directly and in such a practical and specific way.

This is a once-in-a-lifetime merchandising opportunity —a way to benefit directly from National Canners Association advertising and use it to make *your* advertisement doubly effective. Put your sales manager and advertising advisers to work to capitalize the many opportunities this plan opens to you.

A 100% canned foods page—one-half of it educating, selling, interesting women—convincing them that canned foods are pure, economical, healthful, convenient, etc.—the other half open to retailers, wholesalers and canners for retail and brand advertising of canned foods only.

Don't miss this merchandising opportunity! Late comers will naturally have to take space on opposite page. In order to make the plan effective and fair for all, no one advertiser may dominate the National Canners Association page as far as size of advertisement is concerned.

Watch for merchandising plans and complete facts

It is the intention of the Committee to begin the 1932 newspaper advertising as early in February as possible.

A complete outline of the plan naming the cities and the newspapers, together with Merchandising Manuals containing practical ideas for capitalization of the campaign, will be mailed soon to canners, brokers, wholesalers and retailers.

A Merchandising Division of the Canners Advertising Committee has been established in New York at 49 West 45th Street under the direction of Mr. C. P. Pelham.

After you have received the full details of the campaign, manuals, etc., any further inquiries concerning the merchandising features of the campaign should be addressed to Mr. Pelham at the above address.

NATIONAL CANNERS ASSOCIATION

WASHINGTON, D. C.

THE CANNING TRADE

THE JOURNAL of the CANNING and ALLIED INDUSTRIES
Established 1878

THE CANNING TRADE is the *only* paper published exclusively in the interest of the *Canned Foods Packers* of the United States and Canada. Now in its fifty-fourth year.
Entered at the Postoffice, Baltimore, Md., as second-class matter.

TERMS OF SUBSCRIPTION

One Year	$3.00
Canada	$4.00
Foreign	$5.00
Extra Copies, when on hand, each	.10

Advertising Rates Upon Application.

PUBLISHED EVERY MONDAY
By
THE TRADE COMPANY
ARTHUR I. JUDGE
MANAGER AND EDITOR

107 SOUTH FREDERICK STREET
BALTIMORE, MD.

Telephone Plaza 2698

Make all Drafts or Money Orders payable to THE TRADE COMPANY.

Address all communications to THE CANNING TRADE, Baltimore, Md.

Packers are invited and requested to use the columns of THE CANNING TRADE for inquiries and discussions among themselves on all matters pertaining to their business.

Business communications from all sections are desired, but anonymous letters will be ignored.

ARTHUR I. JUDGE, *Editor.*

Vol. 54 BALTIMORE, FEBRUARY 8, 1932 No. 26

EDITORIALS

POSTPONED—If we were less direct in our dealings with the industry, more adroit, more sophisticated as some might say, we would not announce in advance a definite date for the appearance of our Convention issue. We would merely permit matters to move on in their own way and have that issue appear when and as conditions allowed; but that has not been our custom, and so we announced some months ago that it would appear as of February 15th. We were woefully wrong in our calculations as to this year's Convention, and now we realize the error. We "figured" that there would not be a great deal of business this time, and that the Convention would be a simple matter, and that we could, therefore, handle the matter in quick time, and let our readers have it as news, while the Convention was uppermost in their minds—a much preferred thing to the issuance of what has been termed an ancient history issue. But we overlooked one important phase: with less business there was more time for talk—and we assure you, dear reader, they did talk. Those competent lady reporters whom you saw at each meeting, with their quiet-running little machines, recorded every word of all meetings; but having done so, they faced a Herculean task in transmitting these words to paper, or as we term it "copy." As expert as they are, it takes time to do that. And it cannot be put into type and printed for your perusal until that has first been done. So we have been obliged to pass over the date of February 15th, as originally thought possible, and we are going to try to give it to you as our issue of February 22nd. We ask your indulgence.

You might make use of this added time to get copy of your advertisement—a well written, strong selling argument—in our hands to be included in that issue, which still will be the first report out, and which will most certainly be carefully read by every canner, broker, wholesale grocer and chain store buyer in this country and abroad. They want to know—must know —what was done at this Convention, just as you do. You might take that as your guide, as to whether or not you should be represented with a well worded advertisement, which will set forth your business as you would like to present it. It is a rare opportunity for canners and supply men of all kinds. Need we add that it is ability to take advantage of an opportunity that spells the difference between success and failure?

REAL MERCHANDISING—The newly designed advertising campaign, as presented to the Convention by Mr. J. Fred. Ross, chief counsel of the advertising committee, presents a real, modern plan of merchandising, aimed to move the goods from the canners' warehouses into the distributors, both wholesale and retail, and to bring the goods onto the kitchen tables of the actual consumers. It combines a direct appeal to the little ladies who preside over the destines of our tables, to go to the store and to buy and to eat canned foods; and it bases this urge upon well worded and plainly set forth facts as to the purity, wholesomeness (high in vitamin content) and economy of canned foods, as compared with any or all other foods. It is, therefore, a real campaign of education as well as of selling, and who could ask anything better?

Briefly, as the advertisement occupying the usual page of the Continental Can Co., explains in this issue, and is referred to in the cover page of the American Can Company, both now being used for the advertising campaign, the idea is to place a full length, half page advertisement in the leading daily or dailies of the cities (50 of such cities on the list), telling a plain story of canned foods and their virtues, and then to invite retailers and others to take the spaces left on that page, on either side, to tell these housewives where they can best buy the goods, etc. There is a direct tie-up—the story and the place to bring it true. Canners who can see as far as the ends of their own noses will see here a golden opportunity to put their ads, in these spaces, telling the people to ask for and to eat their particular brands of canned foods. There will be eight such half-page ads run in the fifty cities chosen, once a week, or in other words, for eight weeks. It will not

be daily; it will be just once a week—the best buying day of that week. And if the ajacent spaces are taken up in full, these eight weeks will be extended to cover twelve weeks. Every week, of course, it will be a different ad, differently told, alive with real reader interest. And they will be read, make no mistake. The committee seemed to fear that there might not be the response on the part of the others to fill this page, but we think their fears are groundless. We will be surprised if they are not overrun with requests for space. Arrangements have been made to take care of this, by using the page opposite, so that in all cases the ads will be in direct contact with the main story. We predict a big success for this splendidly arranged program.

As in all such efforts the canners find themselves caught "without the wedding garment on." The quality of the goods which they can supply to answer this demand will probably be all that could be desired; at least it is hoped that when company has been invited, if there are any discreditable (in quality) members of the canned foods family that they will be carefully kept out of sight. In other words, this is not a time to clean out some off-grade goods. For heavens sake don't try that. Hordes of possible new consumers are going to be persuaded to lay aside their old superstitions about canned foods in general, and to buy and to try the goods. They are going to be skeptical, more than ordinarily inquisitive, and no doubt will be somewhat unjust in expecting too high a quality for the money they pay for the goods. But after all they are fair, and if the goods are a fair exchange for their money, they will feel it even if they do not promptly admit it. But if the goods are poor—they will brand the whole advertising as a fake and the canners as crooks. Gent'emen of the canning fraternity, you are standing in the spotlight; don't disgrace yourself and your industry.

But that all pertains to quality, and we have such an abiding faith in the canned foods packers, particularly where they can get their goods through to the consumers for exactly what they are, that so far as the canners are concerned we have no fear.

As we started to say the trouble is that the labels on the cans are mute—saying nothing. Oh! yes, they will say whether they are tomatoes or pumpkin or gooseberries, and they will say that there are not less than a given number of ounces in the can, and that is about all. You know this; we have harped upon it for so many years. But nothing is ever done about it. Will we go again into the 1932 packs with dumb labels? Ah! for pity's sake don't. The label men will build you a speaking label, and it will not tie all the works into a double bow knot trying to keep track of the right labels for the right cans. If you could dig up only ten per cent of reasons why more sensible labelling should be done, and done at once, as you can find excuses for not doing it, the work would all be over.

Get out among your retailers while this campaign is on, tell them you are an expert canner, have been in the business for years, understand the goods and all about them. They will welcome such an expert, and they will probably introduce you to some customers in the store, who will even more eagerly ask you to tell them more about the goods; and then ask you to go to the shelves and select the sort of goods you speak about, and can recommend for their quality, tastefulness and economy, and as to the number of helpings the can will make, etc. If you never made a hit with the ladies—and with the retailer—you will make one then. *Unless*, of course, you are unable to tell a thing about any can of the goods on the shelves, except your own, and are even very doubtful and hesitant about your own! Can *you* do it? And you are an expert! !

Don't need it! You need this more than you need a good market for more goods.

A NEW BABY AT THE CONVENTION

NOT the least interesting side light at the Big Show, and one highly significant of the prevailing determination to go ahead, was the actual formation of the "Young Guard," distinguished from the "Old Guard" only in point of years of service in the industry, but actuated by the same motive. With a firm belief in the future of the great industry, these young chaps (all under 40) have in mind a big get-together dinner on the opening evening of each future National Convention. Recruited from one end of the land to the other, the spirit of good fellowship thus engendered, cannot fail to be a power for the general good.

Those responsible for the organization were Bob Maiers (Pres.), Bill Rightor (Treas.), Leroy Strasburger, Maurice Siegel, Sil Hiner and Ed. Woelper (Sect.). Memberships were solicited by the above on the basis of one dollar, annual dues, and by Friday noon a total enrollment of 67 had been attained. "Young Guard" buttons will be secured at once and sent to each member.

Applications for membership can be made by sending the necessary $1.00 yearly dues to Ed. F. Woelper, Sect., 811 S. Wolfe Street, Baltimore, Md.

MAX AMS MAKES ANNOUNCEMENT

"We have been busy this past year cutting costs in all departments. We have added still more quality to a quality product with improved service which will meet the most exacting requirements. Our house is in order and you will receive every advantage of our improved position. This much then has the depression done for us and you.

There have been some changes in personnel. Mr. Max Ams, in addition to his duties as President has assumed complete personal direction of sales. All Sales Officers are consolidated at Bridgeport and all correspondence after February 1st should be addressed to Bridgeport, Conn.

Mr. Julius Brenzinger, continues as Vice-President in charge of development and product and in addition has assumed full personal direction of the factory.

These changes combine and co-ordinate, under one roof at Bridgeport, all departments and activities of this company."

CANNERS' CONVENTIONS

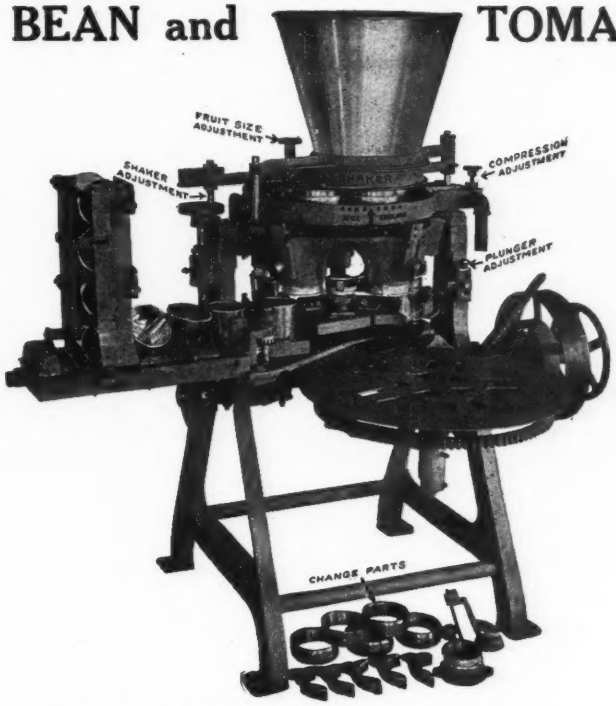
February 9-10, 1932—Virginia Canners, annual, Roanoke, Va.

March 16-19, 1932—Canners' League of California, Annual, Hotel Del Monte, Del Monte, Cal.

AYARS LATEST MODEL

CUT STRING BEAN and TOMATO FILLER

For
Cut String
Beans
Tomatoes
Beets
Cherries
Plums
Etc.



Manufacturers of

Pea & Bean Fillers
Rotary Syruper
Hot Water Exhauster
Liquid Plunger Filler
Tomato Trimmer & Scalder
Tomato Corer
Process Clock
Corn & Milk Shakers
Beet Topper
Beet Grader
Beet Slitter
Beet Slicer
Tomato Washer
Can Cleaner
Can Sterilizer
Angle Hanger
Friction Clutch

AYARS MACHINE CO., Salem, New Jersey

Hamachek Ensilage Distributor

PATENTED
United States . . . May 26, 1925
Canada . . . . . Dec. 29, 1925

The Hamachek Revolving Ensilage Distributor is a mechanical device for the stacking of pea vines, corn husks, or other ensilage in a silo or on a stack.

The discharge spout revolves in a circle two or three times an hour and the operator can easily change the incline of the spout to any desired position. In this way, the ensilage is discharged just where it is needed and one man can make a better stack or fill a silo better than can be done by several men without the aid of the distributor.

This machine takes care of about the hardest and most disagreeable work of a canning operation.

The saving in labor alone usually pays for the installation in two or three years.

Additional information will gladly be mailed upon request

FRANK HAMACHEK MACHINE CO.

KEWAUNEE, WISCONSIN

Also Manufacturers of Viners, Viner Feeders and Chain Adjusters.

Agriculture and Science

By Dr. Willis R. Whitney, Director,
Research, General Electric Co., Schenectady, N. Y.

I OUGHT to use words of wisdom in this talk, but I am really talking about things which we know but partly and about which we are eager to learn more.

Lord Kelvin once said that he learned more by talking than by thinking. That idea is a good one. When a man talks, others may tell him something or show him wherein he is wrong. Talking is a way to learn.

In our laboratory we do a great deal of electrical research which is more or less related to agriculture, and while some of it may interest farmers, we could certainly be told a great deal about it by farmers.

We are interested in the application of electricity to all life. Therefore we enjoy the ideas that biologists, naturalists and farmers give us and the problems which they present.

For example, Dr. Moore, of our laboratory, speeded up his melons last spring by having embedded in the soil some electrically heated wires. So I asked a leading plant expert how the roots of various plants would develop if the seeds were planted just above heated wires in the soil. I wondered if rows of radishes, beans, corn, melons, etc., couldn't be started while the snow yet lingered, by having a line of electric heat near the seeds. The cost could be determined later. It might be that the heat would need to be supplied only on very cold nights.

I learned, by talking about it, that the driving forces of growing roots are not yet completely understood. I could not learn for sure whether a root, once starting from a seed which had a warm spot near it, would grow towards the warmth, or away from it, or be unaffected by it.

A growing stem, or blossom, turns towards the sunlight, and so they call it "heliotropic." Roots generally grow downward towards the earth, and so they are called "geotropic," but are underground roots thermotropic? Will they grow towards the heat?

It just seemed as though the roots might start and grow towards the nearby warm wire until they reached the temperature they preferred, and then perhaps they would just spiral around the wire at their selected distance. If this were a delicate process I could see why the temperature of the wires would have to be kept very constant, for if the heat rose even for only a short time, the advancing root might be killed. But I have not learned the answer to this simple question.

For this reason I started some experiments last spring. They are incomplete, but I learned a little about roots. I planted different kinds of seeds a few inches above an electrically heated wire and later pulled up a plant occasionally.

Beets and carrots are a single tap root, and when some of them reached too warm a spot they just stopped growing, but they did not die.

It was different with beans, and it was hard to learn just what happened. I expected the tops to freeze off and the roots to live on, but the weather did not get cold enough. The roots were so extremely fine that I could not learn exactly how they grew with reference to the warm wire. We washed them out of the soil carefully. They were very long and very numeorus. It looked as though they had grown at a considerable distance from the wire so as not to be too warm. With some seeds, like melons and corn, the main root got too warm and this caused extra roots to start out higher up the stems, but in no case did the plants die from heat.

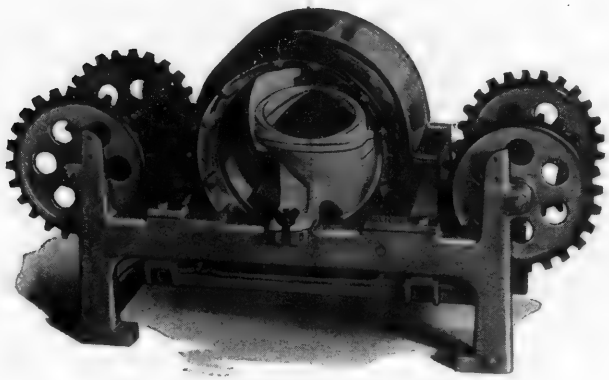
My electric hook-up caused variation of moisture content in the soil, and this ought to be taken into account. I still think much can be learned by applying limited, well controlled heat very close to roots in early spring. We must be ready for anything in new knowledge.

The William Boyce Thompson laboratories found that potatoes grown in Maine could not immediately serve as seed in Bermuda. They simply declined to grow until they had a resting, or sleeping period. I believe this is true of other seeds, although potatoes are not really seeds. Potatoes have seeds, but seed-potatoes are really buds. It was finally found that by giving the seed potatoes a bath in a certain solution it was not longer necessary to let them rest at all, so Aroostook County potatoes can now be quickly grown in Bermuda and a whole season saved.

Since the discovery of X-rays, cathode rays, radio, cosmic rays, etc., people have talked about death rays. They want a radiation, more or less directed, which will eliminate such enemies as boll weevils, corn borers, molds, blight, etc. We research men cannot keep out of such interesting fields, even if we do not know much about farming, for people ask us to try things. All sorts of bugs are brought to us for electrocution. We have fired electricity at nematodes (tiny worms) from the soil of Hawaii. They damage the pineapple crop there. We have turned the electric juice onto infested shrubs from Japan, to stop infection. We have shot X-rays at countless different plants, bulbs, and seeds, both to affect heredity and kill bugs. We have given electric fevers to soil infections, to corn, coffee, and wheat. We have shot cathode rays at seed corn and potatoes and have watched peculiar effects in their growth.

For example, the growing blades of such corn were curly and grew flat on the ground at first. The mid-rib of the leaf was nearly white. These peculiarities disappeared in a few weeks and the plants became normal. The same kind of rays shot at a spot on a gray rabbit made it shed the fur on that spot, and the new fur grew in white instead of gray.

There is interest and excitement in every new trial, and there is so much to do.



One Story or Five

Whether you elevate your peas one story or five the HANSEN SANITARY CONVEYOR BOOT will handle the job. Hansen Conveyor Boots have unequalled capacity, do not crush or waste peas and never jump out of time. They are bronze bushed throughout and built to run for years. Many of the first Hansen Boots are still in use.

Hansen ALL STEEL Conveyor Buckets are unbreakable and have replaceable end bushings.

MASTER-BUILT TRADE HANSEN MARK MACHINERY — HANSEN CANNING MACHINERY CORPORATION

CEDARBURG, WISCONSIN

Spot and Future Seeds

Before placing your order for Spot or Future Seeds of any variety, write us for prices. We have grown Seeds now for 148 years. We certainly ought to know something of Seed growing. No one has more carefully selected Seed Stocks than we.

Write us for prices for either Spot or Futures

148 Years in the Seed Business

Founded 1784 — **D. Landreth Seed Company** — BRISTOL, PENNA.

Take the case of weevils, for example. There are over ten thousand species. Almost everyone knows the boll weevil and his work, and has seen the larvae and beetles in cornmeal and the weevils in corn, wheat, and beans. At present, because American farmers are holding corn and wheat over a season, the weevils must be energetically fought. A single pair may multiply to twenty thousand or more in one season.

It would take an hour to tell of the efforts to fight such enemies with poison gases and another hour to cover our experiments with electricity.

But take the simpler things. They are always difficult enough to understand. Everyone knows that plant and animal life require oxygen. You can suffocate a strong man or a sturdy oak by cutting off the air supply, so why not kill the bugs in a granary by merely pumping away the air or by gasing them with some cheap vapor? Well! One of the main reasons is that it is very difficult to make it work. There seems more danger of its harming the owner than the weevils. Our gas experiments surprised us in almost every case. In ordinary nitrogen, weevils still wander about for a couple of days without seeming to mind the absence of oxygen. In hydrogen they soon lie down and rest, like a bear or a woodchuck in winter. But they are apt to get to work again when they are given the air unless the are confined a long time in the hydrogen. We are really asking how long can a goldfish live in a cake of ice, or a turtle buried in the mud or how long may life last in seeds. Some seeds have lived half a century. What is life, anyway? We thought it would be easy to give bugs a sudden flash of excessive fever in an intense radio field. It seemed easy on paper. But it looks as though the bugs required more than we could afford to give them. It is still known that infected grains can be more or less protected by heating to a temperature at which the bugs are killed. But this method is expensive, and we are still trying to find a selective method which will treat the bug in a grain without unduly treating the grain. When the mixture of bugs and grain are allowed to fall rapidly through an intense radio field, the bugs can be killed without injuring the grain, but so far the eggs have not been destroyed, and so the real problem is not completely solved.

Speaking of eggs, we have carried hens' eggs through their twenty-one day cycle and got the chick to puncture the shell by giving the eggs only a mild internal radio fever without any other incubation.

Cathode rays and X-rays are death rays to all bugs, but the cost is usually excessive. Larvae and beetles of infected tobacco have been killed by X-raying the sealed boxes of cigars, but infected tobacco is not common. We can also prevent cornmeal and flour from becoming the zoological garden they often present, by giving them either X-rays or radio fevers, but ways must be found to do it easily and economically.

X-ray treatments can be so accurately controlled that the bugs may die at once, or they may remain alive for some definite period, say three, five, or ten days. That is, X-rays give them an incurable malady, with a determinable time-factor.

But what is still more interesting is the possible effect on heredity in plants and animals. At the instigation of the State Entomologist we X-rayed last year some bulbs which apparently developed some peculari-

ties like double blossoms, and last fall I planted several hundred X-rayed plant bulbs which should disclose more or less abnormal flowers next spring.

It was shown by Professor Mavor, of Union College, and by Professor Muller, of Texas, that X-rays produce monstrosities, mutations, and unusual heredity in fruit flies. These are used because ten or a dozen generations grow in a year and they are easily handled. But it is evident that the principles discovered here will be quickly tested on chickens, where so much is already known about heredity.

X-rays are a kind of invisible light. So is the ultra-violet ray. Animals seem to need the latter to develop bone, and we use the X-rays to photograph the rate of bone growth produced by ultra-violet rays on chickens, rats, etc., which have rickets. One can get some idea of how complex this subject is when he learns that in place of ultra-violet rays applied directly to the rachitic animal, the rays may be given to the food and the food then given the animal with the same curative effect. In other words, we are still on the inquiring line in the application of electricity to life.

PRODUCTION OF CANNED BEETS

By the Bureau of Foreign and Domestic Commerce
Department of Commerce, Washington.

THE Foodstuffs Division of the Bureau of Foreign and Domestic Commerce present the following statement based on reports received from 194 canners. As the firms not reporting are either small or not operating, it is beileved that the figures represent practically the total pack.

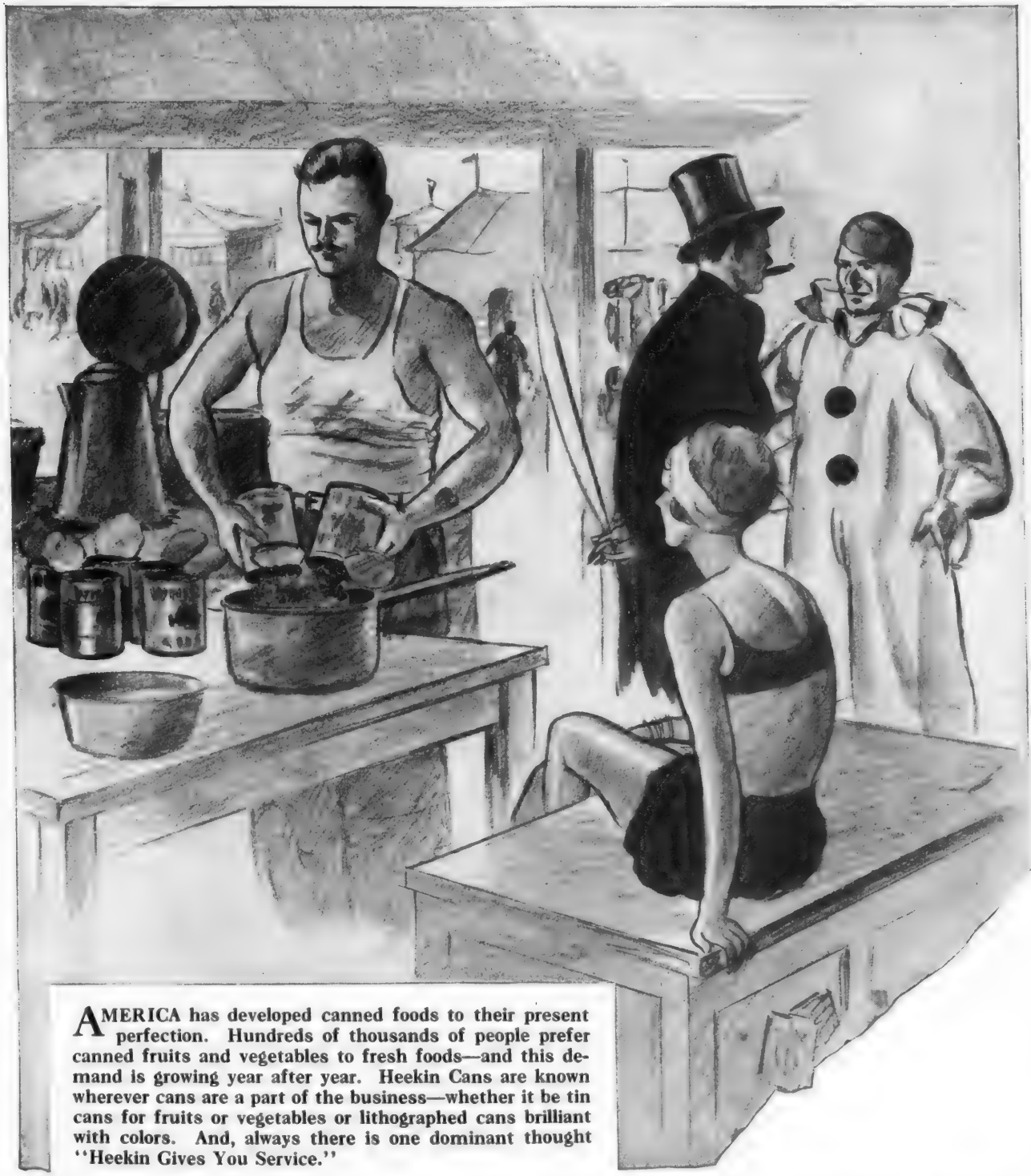
1931 Production of Canned Beets

State	1930 In Cases of 24 No. 2's	1931 In Cases of 24 No. 2's	1931 In Cases of All Sizes
California	61,512	(a)	(a)
Colorado	141,412	(a)	(a)
Indiana	64,738	41,936	39,829
Maryland	114,172	(a)	(a)
Michigan	91,159	138,742	109,144
New Jersey....	225,870	103,506	87,412
New York.....	677,262	238,636	217,279
Ohio	20,614	(a)	(a)
Oregon	146,249	38,346	32,144
Tennessee	77,920	(a)	(a)
Utah	58,286	35,839	34,143
Washington ..	99,278	(a)	(a)
Wisconsin	1,096,880	760,258	578,394
All Others.....	47,711	256,503	223,474
Total	2,923,063 (1)	1,613,766	1,322,187

(1) Collected by National Canners Association.
(a) Included with "All Others."

Production by Can Sizes

Size of Can	Number of Cases
48 No. 1 Eastern.....	20,616
24 No. 2's.....	480,126
24 No. 2½'s.....	485,364
24 No. 3's.....	16,470
6 No. 10s.....	259,761
48 No. 55's.....	19,352
Miscellaneous	40,498
Total	1,322,187



AMERICA has developed canned foods to their present perfection. Hundreds of thousands of people prefer canned fruits and vegetables to fresh foods—and this demand is growing year after year. Heekin Cans are known wherever cans are a part of the business—whether it be tin cans for fruits or vegetables or lithographed cans brilliant with colors. And, always there is one dominant thought "Heekin Gives You Service."

You'll find them everywhere..

HEEKIN CANS

The Heekin Can Co., Cincinnati, O.

Better Profits

A department devoted to the consideration and discussion of sales questions of every kind, and to every phase affecting the sale and distribution of canned foods; therefore, of utmost importance to every canner, because on your sales depends your profits. Improvement in selling methods must result in better profits. Conducted by an Expert of long experience, but whose identity will be kept hidden.

QUESTIONS INVITED, AND YOUR OPINIONS WELCOMED.

A MICHIGAN canner writes:

"At least you are right about one thing. You have written several times that we ought to sell more canned foods nearer home and I for one wanted to find out if the illogical distribution of canned foods was as bad as you have pointed out at times. I called on retail stores in a radius of twenty-five miles of my plant and what I learned would surprise you!"

I am not surprised in the least.

Last week I helped settle the fate of nations around an old fashioned stove in a country store located in one of the richest agricultural counties in Michigan.

We fell to discussing, as stove warmers will, this matter of jumbled distribution and discovered the stock had canned corn in it from Ohio, Illinois and Indiana, canned peas from Wisconsin and tomatoes from Maryland.

The smallest part of the stocks of canned foods on hand came from Michigan!

You doubters who want to encourage home consumption of canned foods, and have the gumption to do something about it, if possible, should visit the grocery stores in your home town and learn where the canned foods were put up.

Make a memo of the matter, analyze what you learn and you will have a lot of sales ammunition to shoot at the buyer, you then approach with the argument he should buy canned foods packs in his home state.

Let's discuss this whole matter again although it has been gone over in this column before.

We are all facing seriously decreased profits, stocks on hand in canners' and wholesalers' warehouses are larger than we would like to see them at this time of the year.

Municipalities, counties and states are finding themselves in serious straits as treasuries are depleted and further funds are slow in forthcoming.

Your canning factory is an asset to the community in which it is located, you pay your share of local, county and state taxes.

You can continue to support your home town charities, pay your taxes and continue in business if you are able to make a profit.

To whom should you first turn in an attempt to dispose of your output? Who should benefit most because of your location within a few miles of their warehouse?

Why the wholesale grocer and the chain store buyer nearest you, of course!

Before going into this matter of selling goods nearest home in a wholehearted fashion, do as the gentleman did about whom I wrote in the beginning of this article.

Call on the retail stores within a radius of twenty-five miles of your factory. Make a careful note of the competitive goods you find in stock and which were packed at a distance bringing them out of range of economical distribution in your neighborhood.

As certain freight rates from factory where packed to destination and with these in hand, estimate the higher cost to buyers of these foreign goods or the lowered return to the packer shipping them into territory not logically his.

Marshall all these facts and approach your prospective customers ready to tell them all the facts.

Preface your sales talk with the statement you have called to discuss something of mutual interest, the interest you both have in the prosperity of your state.

Mention the investment you have in machinery and buildings in the state. Tell what your payments to farmers for crops were last season, tell what your factory pay roll averaged last summer and what your office pay roll amounts to for a year. Do not forget to mention the taxes you pay to township, county and state.

Then disclose the situation regarding competitive goods packed in other states as you have found it.

I want to stop right here and say I am not quarelling with the large packer who has sold all he can in his home territory, who has established a national demand for his pack and label by national and local advertising and who must go out and get business wherever he can secure it.

But mark my words, the packer who is in this position and who is selling all he can in his home state and then in the points nearest his factories, leaving his distribution to thin out as he gets fartherest away from his factories is a rare bird.

Before starting on this "Buy-at-home" campaign, determine to give your concessions to the buyer nearest home, get him interested in your sales plan and stop cutting your prices to the bone when shipments are going into the other fellow's logical distribution area. I know you will tell me that you have to cut the price a little to make up the difference in freight, etc., but I'll tell you that if no one did this, everyone would be the gainer, the buyer and consumer included.

Talk this matter over with your local newspaper folks, get them to see things as you do and they will support you with valuable space and valid arguments.

As your state associations meet, take the matter up with your state secretary and have him get the gist of your arguments before the association.

Then the wholesale distributors in your state can be prevailed on to take the matter up in their association meetings.

BRANCH: DETROIT, MICHIGAN
WHOLESALE CATALOGUE ON REQUEST

BETTER SEEDS

FOR BETTER PACKS

We Are Leading Growers of

CANNERS' SEEDS

CATERING TO THE BEST IN THE INDUSTRY

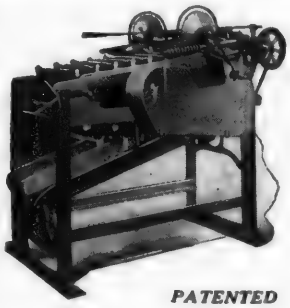
PEAS, BEANS, SWEET CORN
TOMATO, PUMPKIN, SQUASH
CUCUMBER, CABBAGE, SPINACH
PERFECTED DETROIT BEET

For Prompt Shipment or Future Contract

The Best Stock of Detroit Beet in America

JEROME B. RICE SEED CO.

Cambridge, N. Y.



PATENTED

MORRAL BROTHERS

MORRAL, OHIO

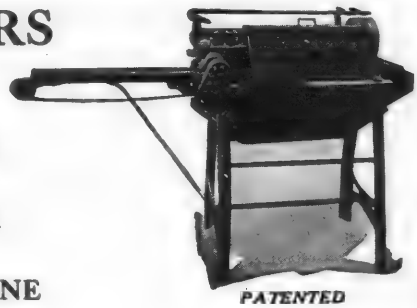
Manufacturers of

THE MORRAL CORN HUSKER
Either single or double

THE MORRAL CORN CUTTER
For whole grain or cream style corn

THE MORRAL LABELING MACHINE
and other machinery

It will pay to write at once for our prices and further particulars



PATENTED

Urbana, Ohio.
Dec. 19th, 1931.

Morral Brothers,
Morral, Ohio.

In 1929 we installed five of your Double Huskers and they have been so satisfactory that we feel we would be doing you an injustice if we did not tell you about it.

These machines have been operated three full seasons on a repair bill of $6.35. The machines are being operated at the rate of 80 ears per minute per side and do perfect work without any loss of time.

We are well pleased with our Morral Huskers and with the quality and quantity of work they turn out.

Yours very truly,
THE McCOY CANNED FOOD CO.
By C. C. Inskeep, Sec'y.

Canal Winchester, Ohio.
Nov. 3, 1930.

Morral Brothers,
Morral, Ohio

Gentlemen:

We installed four of your Morral Cutters with the new spur wheel in our plant at Canal Winchester, Ohio, this season. Will say that they did excellent work, machines worked without scarcely any clogging, although the corn was mostly nubbins this year. They gave a good clean cut and the depth of the kernel could be varied to whatever depth one wished. We consider this a highly satisfactory machine.

Yours very truly,
DUTTON CANNING COMPANY,
J. W. Cook, Mgr.

MORRAL BROTHERS, Morral, Ohio

BROWN BOGGS CO., Ltd., Hamilton, Ontario, Sole Agents for Canada

I tell you brother, no single movement I can think of right now can possibly mean half as much to the small canner this year as this "Buy-products-of-your-own-state" movement can be made to mean if you will only get solidly behind it and enlist others in it too.

If you are not packing the quality of product most in demand in your locality, arrange to do so this coming season.

If what you pack is not good enough for the most discriminating buyer in your state, you ought to be ashamed!

If your pack is so high priced you have not been able thus far to command all the trade possible locally, sharpen your pencil, revise your manufacturing schedule and some way, some how, arrange to get your share of the business near home.

If you are ordering labels for this seasons production, arrange to have some printed prominently, "Packed in Maine, by Maine folks for the rest of the people in Maine." Get the idea?

If you do, and will, your customers will get it too and you'll get more of your share of the local or state business than you have been getting.

Many authorities on distribution are more convinced than ever we are going to get pack to first principles in distribution.

Surely the first, cardinal principle in economical distribution is that of selling your goods in the markets nearest home.

Make a determined effort to do this in 1932 and you may succeed in teaching the other fellow to do likewise and allow you to enjoy the business most logically yours.

Sell your pack as near home as possible, you may miss a few of those yearly trips to far markets but you may make a little money, certainly you will stand a better chance of doing so than you will if you scatter your selling efforts as you have been doing in the past.

PRELIMINARY ACREAGE PLANS FOR GREEN PEAS

By the Bureau of Agricultural Economics
Division of Crop and Livestock Estimates
United States Department of Agriculture
Washington, D. C., January 25, 1932.

1932 with Comparisons

ACCORDING to the reports of 105 representative firms giving acreage of peas planted last year and their tentative plans for 1932, a net reduction of 10 per cent below the 1931 planted acreage is now being contemplated. These firms reported a total of 95,360 acres under consideration for 1932 compared with a total of 106,446 acres planted in 1931. Many other firms reported that their plans to contract acreage in 1932 were uncertain at this time and would depend upon future developments.

From the reports received it appears that New York canners are considering a 6 per cent increase in their 1932 acreage. Reports from Wisconsin, however, indicate that a reduction of 20 per cent below last year's planted acreage is now in the minds of canners. For the Middle Western area as a whole, (which planted 70 per cent of the 1931 acreage) a net reduction of 15 per cent is indicated. Maryland and Delaware combined are planning a slight decrease; tentative plans for the Far Western group point to a 5 per cent decrease. The "Other States" group shows a substantial increase compared with last year.

State	1928 Harvested Acres	1929 Harvested Acres	1930 Planted Acres	1930 Harvested Acres
Maine	1,100	1,150	1,350	1,330
New York	32,200	32,800	35,230	34,440
New Jersey	350	400	800	600
Penna	1,680	1,730	2,120	2,010
Ohio	4,020	5,030	5,990	5,410
Indiana	5,290	5,500	6,270	6,270
Illinois	8,740	11,010	12,660	12,660
Michigan	8,500	10,900	11,660	11,660
Wisconsin	101,000	111,000	132,000	127,000
Minnesota	7,920	12,670	20,230	17,900
Delaware	2,060	3,040	3,850	3,200
Maryland	10,500	12,400	15,000	13,000
Montana	3,500	3,900	3,500	3,500
Colorado	3,000	3,400	4,000	3,700
Utah	10,150	11,670	13,070	13,070
Wash. †	.....	1,940	2,110	2,100
California	1,100	880	1,050	950
Other ‡	4,850	3,500	5,100	5,100
Total	205,960	232,920	275,990	263,900

State	1931 Planted Acres	1931 Harvested Acres	1932 Preliminary Plans % of 1931 Planted Per cent	1932 Preliminary Plans Acres
Maine	1,520	1,470	99	1,500
New York	33,000	31,900	106	34,980
New Jersey	550	500	*100	* 500
Penna.	1,950	1,920	91	1,770
Ohio	6,000	5,800	99	5,940
Indiana	6,000	5,950	* 95	* 5,700
Illinois	16,000	13,100	99	15,840
Michigan	13,800	10,200	* 95	*13,100
Wisconsin	120,000	98,000	80	96,000
Minnesota	17,200	16,500	90	15,480
Delaware	2,620	2,620	86	2,250
Maryland	14,000	13,860	100	14,000
Montana	2,700	2,400	95	2,560
Colorado	3,830	3,500	* 95	* 3,640
Utah	7,400	7,200	100	7,400
Wash. †	2,000	2,000	75	1,500
California	1,000	1,000	100	1,000
Other ‡	4,660	4,590	135	6,270
Total	254,230	222,510	90.2	229,430

† Included in "Other States" prior to 1929. Tennessee, Virginia and Wyoming.

‡ Idaho, Iowa, Kansas, * Reports not representative.

Should a 10 per cent reduction be carried out, it would mean a total of 229,430 acres to be planted in 1932, compared with 254,230 acres planted in 1931 and 275,990 acres planted in 1930. Harvested acreage in 1930 was about 4 per cent less than the planted acreage, and in 1931 was 13 per cent less, largely on account of unusual losses from the drouth damage in Wisconsin. Assuming that a more normal growing season is in prospect for 1932, a 10 per cent reduction in planted acreage would probably mean an acreage for harvest in 1932 about the same size as that harvested in 1931. In this connection it must be remembered that average yields per acre in 1931 were the lowest on record. Had the average yield of the five-year period, 1926 to 1930, been obtained on the acreage harvested in 1931, it would have meant a production about the same size as in 1929 when the pack was 18½ million cases.

CANNED FOODS STORAGE

MONEY Loaned on Consignments at reasonable rates of interest - on our own negotiable Warehouse Receipts.

For full information, write us direct or consult your Brokers.

WAKEM & McLAUGHLIN
(INCORPORATED)
225 E. ILLINOIS ST., CHICAGO, ILL.

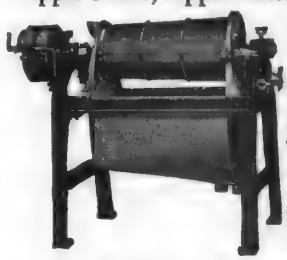
SHOULD BE
In Every Cannery Office
"A Complete Course in Canning"
As an insurance against loss

Published by
THE CANNING TRADE
Baltimore, Md.

ARTISTIC
LABELS
PLAIN.
VARNISHED.
EMBOSSED.
THE
SIMPSON & DOELLER
CO.
BALTIMORE, MD.

Indiana Finishers

For Finishing Tomato Pulp, Catsup, Soups, Apple Sauce, Apple Butter, Jams, Jellies, Etc.

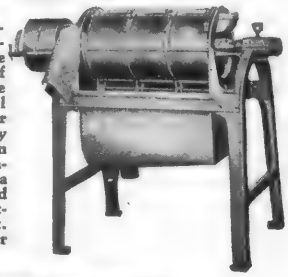


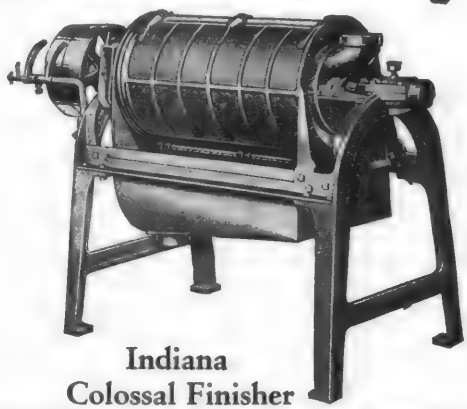
Improved Brush Finisher

THE evolution of the old Kern Lightning Finisher, widely known and used by canners everywhere. A metal frame Finisher employing three revolving brushes to spread and force the material through a full screen. Thirty per cent more capacity than the old Kern Finisher. 20 to 30 gallons per minute.

Indiana Paddle Finisher

THE latest type high capacity Finisher, used extensively since 1924. Adjustable metal paddles take the place of brushes to spread and force the material through full screens of nickel-silver or monel. A thoroughly sanitary all-metal Finisher, similar in construction and rapid cleaning features to the Indiana Pulper. Underpan and hood of monel to withstand the action of acid in the product. Capacity 30 to 40 gallons per minute.





Indiana Colossal Finisher

EXACTLY the same as the Indiana Paddle Finisher except size and capacity. Does thoroughly satisfactory work at 50 to 60 gallons per minute on average products. All metal, sanitary throughout Screen, underpan and hood of monel.

We'll gladly send full details of these sturdy Finishers upon request, also details of other Langsenkamp equipment listed below. Please clip, fill in and mail the coupon today to

Sprague-Sells Corporation

Division of
Food Machinery Corporation
HOOPESTON, ILLINOIS
EXCLUSIVE AGENTS EXCEPT IN INDIANA FOR:

F. H. LANGSENKAMP COMPANY

Sprague-Sells Corporation
Hoopeston, Illinois

You may send us full details of the Langsenkamp equipment checked.

- ☐ Improved Brush Finisher
- ☐ Indiana Paddle Finisher
- ☐ Indiana Colossal Finisher
- ☐ Indiana Pulper
- ☐ Indiana Chili Sauce Machine
- ☐ Kook-More Koils and Tanks
- ☐ Langsenkamp Copper Kettles, size..... gals.

Name .....

Address .....

This report is not an estimate of the acreage that will finally be planted for the 1932 season. It is, rather, a summary of the pre-season plans of 105 firms whose acreages, for the most part, have not yet been contracted and are, therefore, subject to change. The summary is intended as a guide to canners and growers in the further planning and adjustment of their acreages for the coming season.

OHIO CANNERS SHORT COURSE

The Horticulture Building, Ohio State University

February 16 to 17, 1932

TUESDAY, FEBRUARY 16

9.45 A. M.—Registration Room 118, Horticulture and Forestry Building. Meetings held in room 206.

10.00 A. M.—Discussion leader—Banks Collings, Crampton Canneries, Celina, Ohio. Recent experimental tests with tomatoes. Proper use of fertilizers. Effects of spraying and dusting on tomatoes—Professor E. R. Lancashire, Ohio State University.

10.30 A. M.—Improved methods of producing cannery tomatoes in New York—Professor Charles B. Sayre, New York State Agriculture Experiment Station.

11.30 A. M.—Value of purchasing tomatoes by Federal grades—A. D. Radebaugh, American Can Company, Maywood, Illinois.

12.30—Luncheon—Pomerene Hall. The present economic situation—Prof. Gordon Hayes, Gordon Hayes is professor of Economics at Ohio State University and is serving on the Ohio Commission to study unemployment insurance.

1.30 P. M.—Discussion leader—George Wenger, Gypsum Canning Co., Port Clinton, Ohio, yields and returns to Ohio canners from graded tomatoes. A presentation showing precentages of canned tomatoes, other tomato products and waste from different grades of tomatoes—Charles W. Hauck, Ohio State University.

2. 15 P. M.—The canning of tomatoes and manufacture of tomato juice—L. F. Pratt, Continental Can Company, Chicago, Ill.

3.00 P. M.—Testing tomatoes and peas (kraut and corn also considered) for conformity to the McNary-Mapes standards. A demonstration. Dr. V. B. Bonney, Food and Drug Administration, Washington, D. C. This discussion and demonstration is made possible through the generosity of the allied industries.

WEDNESDAY, FEBRUARY 17

Room 109—Horticulture Building

9.00 A. M.—Discussion leader—Walter Pressing, Standard Brands Inc., Norwalk, Ohio--Use of hybrid sweet corn seed. Its effect on yield and canning quality, and in controlling Stewart's disease and root rots—Dr. H. D. Brown, Ohio State University.

10.00 A. M.—Experimental tests with canning crops in New York—Prof. Charles B. Sayre, New York Agricultural Experiment Station.

Prof. Sayre conducts more tests of interest to canners than any other man in this country. Be sure to ask him to help you solve your production problems.

11.00 A. M.—Proper placement of fertilizers in the hill or row for sweet corn—Prof. Robert Salter, Ohio State University.
Room 206 Horticulture Building.

1.00 P. M.—Discussion leader—Howard Orr, Winorr Canning Co., Circleville, Ohio. Experimental tests with lima beans, snap beans, peas, spinach, beets and carrots at Columbus—Prof. E. R. Lancashire and Dr. H. D. Brown, Ohio State University.

1.45 P. M.—Cabbage survey and field plot records for 1931—Cecil Wadleigh, National Kraut Packers Association Fellow, Ohio State University.

Mr. Wadleigh has secured some very valuable information which is suggestive of the effects which lack of potassium may have upon other canning crops.

2.30 P. M.—Munsel method of measuring tomato color. Howard method of counting molds. Both methods will be demonstrated—Dr. H. D. Brown, Ohio State University.

For the third consecutive year we are providing an opportunity for you to observe and listen to the latest developments in your industry. Professor C. B. Sayre of the New York Agricultural Experiment Station who has charge of the most extensive canning crops research in this country will be here to help you with your production problems. A detailed summary of our Ohio researches will be given. These researches got a good start for the first time during the 1931 season.

A representative of the Food and Drug Administration will be here to help you decide whether or not samples which you or other submit will qualify under the McNary-Mapes standards. We believe the program although condensed in the interest of economy, to two days, is the best one which we have had to offer.

A laboratory deposit of $2.00 will be charged to help defray the expenses of the course. The discussion and demonstration of the McNary-Mapes standards is being made possible through the generosity of the allied industries.

MR. FREE NOW SOLE OWNER

MR. WILLIAM A. FREE, who was Secretary of the Rehmeyer Packing Company, Inc., at Hungerford, York County, Pennsylvania, has taken over the entire interests of this company, and he has said, and those who know him realize, that it is his desire and paramount objective to pack only high quality Corn, Beans and Tomatoes. The two brands "Topsall" and "Rehmeyer" known to the trade for a score of years, will be maintained.

The factory at Hungerford, Pennsylvania, is being put into proper shape for the sanitary packing of high quality vegetables.

Mr. Free was an attendant at the Convention and made many friends.

If you did not use a **Hydro Geared Grader** this year you will not get as much for your pack as you should.

We will be glad to send you a list of users. It will pay you to talk to them.

The Sinclair-Scott Co.
Wells and Patapsco Sts.
Baltimore, Md.

BLISS

HIGH SPEED AUTOMATIC CAN MAKING MACHINERY

No. 100-K Scroll Shear

This automatic machine handles full size tin plate sheets, trims the two side edges by means of rotary slitter cutters and then carries the sheet automatically across the die which shears same into scroll-cut strips from which are made can tops and bottoms, jar tops, bottle caps, etc. It's use results in maximum economy of material averaging from 4% to 7% saving as compared with straight strip operation.

300 A Minute Line

E. W. BLISS CO. BROOKLYN N.Y., U.S.A.

Sales Offices: **Detroit Cleveland Chicago Philadelphia Boston Dayton New Haven Rochester**

Controlled Husking

THE discovery of a new way to keep control of the ears of corn in a husking machine—a different, more positive control than ever before—made possible the new Peerless Super Husker.

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PEERLESS SUPER HUSKER

What Canned Foods Distributors are Doing

Open Senate Hearings On "Fair Trade" Bills In Washington—Newspaper Columnist Attests Nutritious Value Of Canned Foods—Chain Store Taxes Fail To Provide Expected Return.

OPEN SENATE HEARINGS ON "FAIR TRADE" BILLS IN WASHINGTON—Two legislators denounced chain store practices at the first hearing held by the United States Senate as it opened the first hearing on a "fair-trade" bill which would fix retail prices of trade-marked articles to protect the small business man.

Senator Capper, Republican, Kansas, whose bill is before the Senate Interstate Commerce Committee, described chain stores to the committee as "an alarming tendency," and accused them of "cut-throat monopolistic practice."

"This bill," he added, "is a measure to protect the small man in business and make it possible for him to go on."

The bill provides that contracts between producers, distributor and retailer which specify set prices for trade-marked articles shall not be adjudged in restraint of interstate or foreign trade.

Representative Kelly, Republican, Pa., co-author of the bill and its sponsor in the House, urged that the measure would help solve "the most important question confronting American business today, destructive competition."

By their "predatory price cutting," chain stores attract customers and recover their losses on private brands, he charged.

Other recent steps taken by legislators to stem chain store expansion and aid the independent merchant include three bills introduced by Senator Nye, of North Dakota, which, among other things, would:

(1.) Make selling below cost illegal, except under exceptional circumstances:

(2.) Eliminate unfair price discrimination which would be made an unfair method of competition;

(3.) Make all trade conference rules enforceable after they have been adopted by a majority of an industry and approved by the Federal Trade Commission or the courts.

These measures would also establish a Federal Trade Commission Court to have jurisdiction arising from the Sherman Anti-Trust Act and other Federal statutes which deal with the restraint of trade, monopoly and unfair competition.

When introducing the bills, Senator Nye said that they were intended to "free the channels of commerce from destructive cut-throat competition, and thus permit the continued existence of thousands of honest and efficient business establishments constantly threatened by giant and would-be giant monopolies." He added:

"One could not have observed the decreasing numbers of independent industries and establishments and the increasing strength of chains of late years without catching something of a vision of the future as relates to the independent merchant and manufacturer."

Newspaper Food Columnist Attests Nutritious Value of Canned Foods—In view of the ever lurking distrust of canned foods that still persists in some portions of the consumer world despite the time-proven purity of foods thus prepared, it is extremely interesting to both the trade and the public at large to see what reply a query as to the healthfulness and safety of canned foods, addressed to the food editor of a large New York City newspaper, received.

Again the old question "Is there any nourishment in canned foods?" said Edith M. Barber, in a recent issue of the New York Sun. And the same answer, she continued, "Certainly, why not?"

"Canned foods are cooked foods," she pointed out in answering the reader's query. Except for a few faddists, every one realizes the fact that cooking changes the nutrition value of the food very little.

"A certain part of the vitamin content may be injured by cooking. As it happens, most foods cooked in the can lose less of this than foods cooked in the kettle. A certain amount of mineral content may also be lost in the cooking, whether in can or kettle, but not enough of either vitamins or minerals to make us discard cooked food from our diet as, of course, they retain not only a large part of vitamin or mineral content, but also their fuel value. For the sake of safety, and because we like them, we try to eat some raw fruit and vegetables daily.

"If we go on with a comparison of cooked and canned vegetables, we find that fresh foods lose some of their vitamin content on the way from the garden to the table. Canning is done almost at the garden gates, so that oftentimes vegetables are fresher when they go into the can than when they go into the kettle. While all of us delight in the flavor of perfectly cooked fresh vegetables, there are certain purposes for which a canned vegetable gives practically the same flavor at a lower cost, with much less labor in their preparation. Soups are the outstanding example of this fact."

"While we can generalize pretty well in regard to the nutritive value of canned foods, which in general is less than that of fresh raw foods (tomatoes excepted), we cannot generalize as much in regard to flavor. Carrots, beets, whole kernel corn and potatoes, for instance, are little different in flavor whether they are canned or cooked directly for table use. Tomatoes do not change at all. Peas and string beans are not of exactly the same flavor and one brand will differ materially from another. Asparagus changes somewhat in flavor in canning due to the necessity of long cooking. The green variety seems to change less than the white. Spinach, for the same reason, changes in flavor."

The strained vegetables, she continued, present a boon to the mother who thus is spared the necessity of long work over a kitchen table.

"The strained vegetables, which are part of the diet especially for the young children and of invalids, are delicate in flavor and for this reason are sometimes used for cooking purposes. The young mother, who no longer is obliged to press vegetables through a sieve daily, is grateful for the availability of this form of canned product."

"Canned meats and fish change hardly at all in flavor with canning. In addition to the old favorite corned beef we are now able to obtain ham and chicken of such weight that they will replace roasted fresh meat."

The cleanliness of the majority of canning factories and the relentless, quick steps taken by both the government and the industry itself to ferret out violators of pure food rulings and force them to conform with the Pure Food Act were cited as a guarantee of the purity of canned foods.

"Canning methods of the best are used in most canning factories. The products, which result, vary greatly in tenderness and flavor and appearance. With the canning factory in so many scattered places throughout the country, it is difficult to standardize products. The government has made its first attempt in ruling that foods under a certain quality but still eatable and safe be labeled to show that they are below standard quality. They naturally sell for a lower price."

The law enforced by the government, mentioned by the writer above, it will be remembered, was introduced by the canning industry and was sponsored by every canner of any importance in the entire nation.

"To sum up," she concluded, "canned foods deserve the staple place they now occupy in most of our households—and supply valuable nutritive materials."

Chain Store Taxes Fail To Provide Expected Return—Special taxes aimed at chain stores not only fail to provide the expected revenue but have rebounded to strike their proponents unexpectedly, tabulations recently made public by the National Chain Store Association contended.

The tabulations, based upon the schedule of rates embodied in the Arizona license tax bill recently passed and the figures of the Census of Distribution recently published by the United States Department of Commerce, indicated that the local merchants of that state will pay more than three times as much tax, in the aggregate, as the chain stores.

The study showed, just as inquiry into the results of similar laws in other states are alleged to have shown, that the revenue derived from such measures is far below the anticipations of their sponsors, who in the main were responsible for the introduction of the bills, will be required to pay far more in the aggregate than the chain stores.

The total revenue that can be collected in Arizona, for example, under House Bill No. 13, officially a retail license tax,

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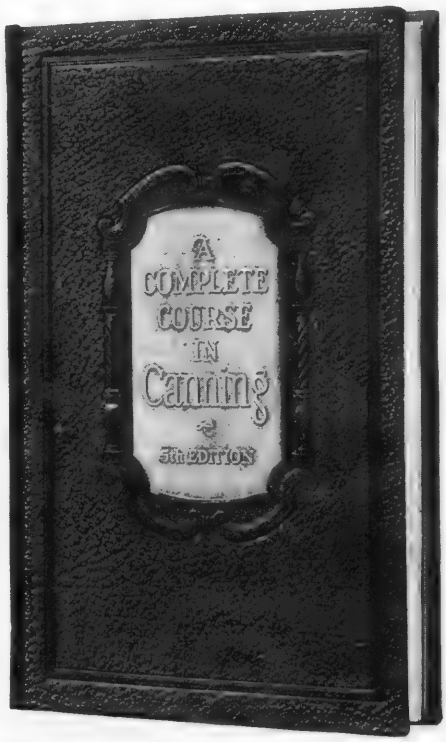

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but widely heralded as the anti-chain store tax measure, is $19,763, the association reported. The single-store merchants and locally-owned group stores will pay $15,292 of it, and the chain stores, nationally and sectionally owned, will pay $4,471, it was reported.

According to the Census of Distribution, there are 5,044 retail stores of all types in Arizona. Of this number, 4,342 are single-store independent establishments; 424 are two-store independents, three-store independents and locally owned chains of more than four stores; and 278 are stores of national and sectional chains.

The Arizona law levies retail license taxes as follows:
First store—$3.00.
2nd to 5th store, inclusive— 5.00 for each additional store.
6th to 10th store, inclusive—15.00 for each additional store.
11th to 20th store, inclusive—20.00 for each additional store.
More than 20 stores—25.00 for each additional store.

The collectible total from locally-owned stores, therefore, amounts to $15,292, while national and sectionally owned stores will contribute the remaining $4,471 of the $19,763 aggregate.

Chain store men hold that these figures indicate the general trend of laws directed against the chain stores. In nearly every instance the bills are titled as license taxes, with a small levy on state-owned stores and a much large impost on the chain stores, but in every instance, the chain stores are so few in number, compared with the number of independent stores, that their contribution to the total revenue is small.

What is happening in Arizona is also happening in other states, the association report contended. Kentucky imposed a sales tax upon retailers. It was directed against the department stores and the chains. Independent merchants, although included in the tax, were exempt in graduated amounts based upon other taxes paid. Certified accountants, working with the tax commission, found early in 1930 that the cost of administering the tax was greater than the revenue. The administration expense was estimated at $90,000 and the collectible tax was estimated at $65,000.

In Kentucky there are 27,267 retailers of all classes. In Arizona there are 5,044, approximately one-fifth as many as in Kentucky. On the basis of administering the tax in the latter state, Arizona would pay $18,000 to collect the $19,763 "chain store tax."

The manner in which these discriminatory taxes, the association continued, boomerang at the local merchants who foster them is illuminating, particularly in view of the warnings that were issued a year ago by economists and by the leaders of the national retail organizations and the editors of their trade journals.

Indiana merchants campaigned for a punitive tax law against chain stores. It was passed by the legislature, which, like the forty-seven other legislatures, was in need of funds, the association declared. The bill was contested, and finally, last spring, the United States Supreme Court held that Indiana had the power to classify different types of business for taxation purposes.

Machinery for collecting the tax was set up, tax officials were appointed and the job of collected from the chains was begun. The independent merchants of Indiana realized then that they, too, had been taxed.

The Indiana Attorney-General ruled that "a store" was any place where merchandise was sold. It meant that not only the chains and the single stores were taxed but that every newsstand, roadside stand, filling station, market, every place were goods were sold, came within the meaning of the law.

The oil companies began a suit against the state because their gasoline filling stations were subject to the new tax, and in various parts of the state independent merchants voiced their protests.

Gorgia, two years ago, passed a tax bill imposing $50 a store when more than five stores were operated, which was later held unconstitutional. The same state also enacted a gross sales bill which exempted gross receipts of $30,000, which exempted the majority of the local single-store merchants. The retiring governor, however, suggested that the exemption be reduced to $5,000, which would have made a great number of single-store merchants subject to the tax. The law provided that the tax was to apply for only two years, and it expired December 31, last.

"From all of which it would seem," the association report concluded, "that distinctly punitive taxes fail of their purpose and that they have a tendency to expand beyond their original borders."

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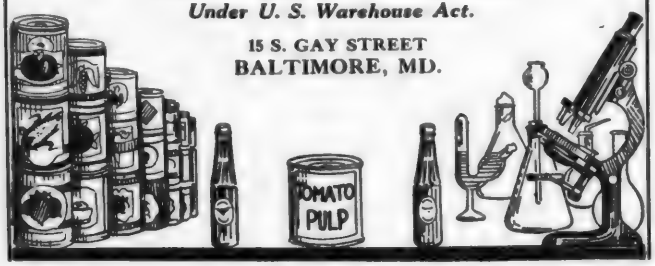

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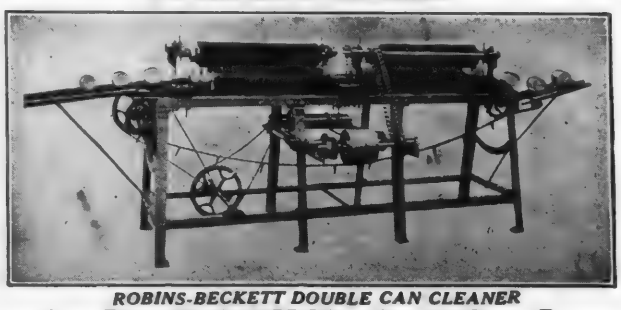
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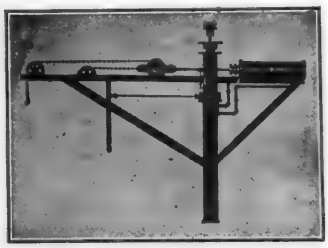
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Compiled and Published by
THE CANNING TRADE
Baltimore, Md.

Wanted and For Sale

This is a page that must be read each week to be appreciated. You are unlikely to be interested every week in what is offered here, but it is possible you will be a dozen times in the year. If you fail to see and accept your opportunity your time is lost, together with money. Rates upon application.

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POSITION WANTED—As Superintendent by packer of general line of vegetables; beans, peas, tomatoes, corn, beets, kraut; and other lines. Wide experience in all phases of management, production and mechanics. Prefer yearly, but will consider seasonal proposition.
Address Box B-1832 care of The Canning Trade.

WANTED—Position as Manager or Superintendent by one experienced in management, packing, etc. Have handled all fruits and vegetables, tomato products, jams and jellies. Have also had some selling experience and will consider proposition with brokerage, machinery or supply house.
Address Box B-1833 care of The Canning Trade.

WANTED -Executive Position by Accountant experienced in canned foods, costs, statements, income tax reports, all office detail and management, correspondence. Exceptional references.
Address Box 5, Greensboro, Md.

POSITION WANTED—Young man 27 years old, wishes position as factory Superintendent. Experienced with Green Beans, Pumpkin, Corn, Tomatoes and Tomato Products. Six years served as plant manager. Know how to pack quality and manage help. Can furnish excellent references.
Address Box B-1836 care of The Canning Trade.

POSITION WANTED As Manager or Superintendant by packer of general line of vegetables; peas, corn, tomatoes, kraut, and other lines. Wide experience in all phases of management, production and mechanics. Can give best of references.
Address Box B-1837 care of The Cannieg Trade.

WANTED—Position as Sales Manager or Salesman; experienced in canned foods and condiments; well acquainted with entire trade in Ohio, Michigan, Illinois, Indiana, West Virginia, Pennsylvania, New York State and Maryland. Accustomed to working with brokers, appointing them, etc. Best of references.
Address Box B-1838 care of The Canning Trade.

POSITION WANTED—By man who is educated in the canning game and has had 20 years of practical experience. Married and age 42. Machinist, factory installer with a very fine personality; also a fine quality packer of all fruits and vegetables, Apple Butter and Dill Pickles, with sales ability; small town or city. In the best of health and has the best of references.
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WANTED—Experienced young man as Assistant Sales Manager by established Eastern canner of fruits and vegetables.
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"I will carry the first parcel and you take the other."

CRYING OUT LOUD

"So that's your new tie. Why on earth did you select such a loud color?"

"I didn't select it. My brother did and he's rather deaf."

WHOA, JACKIE

"A small boy, leading a donkey, passed by an army camp. A couple of soldiers wanted to have some fun with the lad.

"What are you holding on to your brother so tight for, sonny?" said one of them.

"So he won't join the army," the youngster replied, without blinking an eye.

PERFECT HOSTESS

A deaf old lady went to live near one of the naval ports. Shortly afterwards a battleship fired a salute of ten guns. The old lady, who lived alone, got out of her chair, smoothed down her dress, patted her hair, and said sweetly, "Come in."

A young gentleman from the city was passing down a country road when he came across an old darkie burning off his garden. Determined to have some fun at his expense, he called out:

"Hey, Sambo, look out, that place of yours will soon be as black as you are." And he laughted inordinately at his joke. Then the old darkie replied:

"Maybe, sah. But jes' wait till the rain comes and it will all be jes' 'bout as green as you are."

Then the young gentleman walked on.

There were plenty of empty seats in the car, but the smiling youth who wore his hat on the back part of his head stopped opposite the handsome young woman in the red hat and said in the most engaging manner:

"Can I take this seat, miss?"

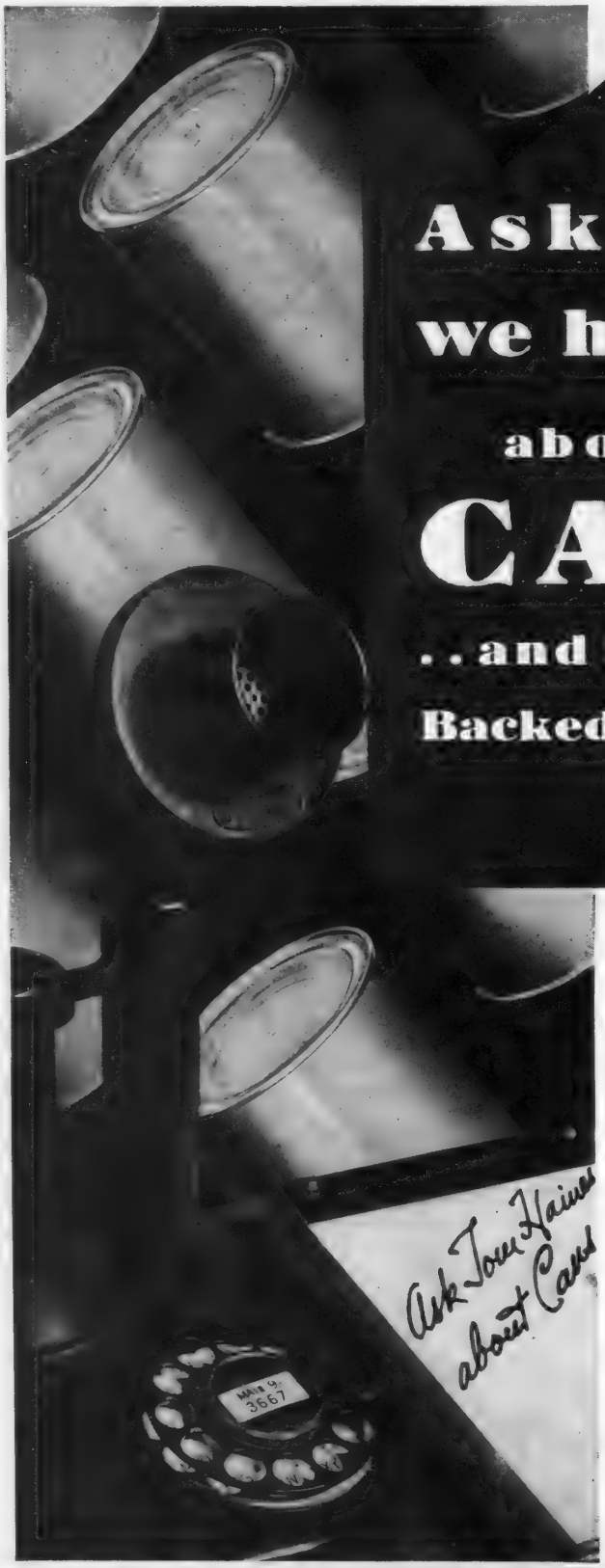
"I have no objections, sir," she said in a tone that froze the last smile on his face, "but I think it's nailed down."

STUNG BEFORE PROBABLY

An old negro servant came to her mistress the day before she was going to be married and asked her to keep her savings.

"But why do you want to give your money into my care?" asked the mistress, "I thought you were going to be married."

"So I is, Missus, but do yo' s'pose I'd keep all dis money in de house wid dat strange nigger?"



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THE CANNING TRADE
The Journal of the Canning AND Allied Industries
ESTABLISHED 1878

THE MARKETS

BALTIMORE, FEBRUARY 8, 1932

WEEKLY REVIEW

Better Understanding as to Supplies Has Brought Confidence to the Market—Trading Light, but Constant and With More Assurance—Lima Beans Lower—This Matter of Corn—The Proposed Pea Acreage.

CONVICTION — Numerous commentators on the canned foods market remark upon the optimism which now prevails among the buyers, since the ending of the Convention; but we do not believe this is optimism; we think it a firm conviction, based upon the definite knowledge they have acquired, about the stocks of canned foods, and their relative scarcity. In other words, the buyers feel more confidence in the goods; first because that old myth of overproduction has been exploded and they now know that there are not too many goods, especially at the pace at which consumers are taking them; and secondly because they know the weak spots, in the way of weak holders, have largely been cleaned up, and the goods are now in strong hands. Of course, that is all the market has ever needed: a degree of assurance that the bottom had been reached; that prices would not be cut the day after they bought. In that respect the market is really very safe on practically all canned foods, and naturally the buyers feel better. Be reasonable in your consideration of this: can you buy anything with confidence if you fear that the next day the price is very liable to be lower? Of course you cannot. Now that fear has passed from the canned foods market, and trading is improving. They are not rushing in to buy great quantities, and there would seem to be no effort whatever to cover for any period of time; but they are buying for a week or two, and orders for as much as 10,000 cases are coming out. That is pleasant news.

Men remain testy, however, quarrelsome and inclined to find fault with quotations, all due to the nervous state we have gotten into; one man complains that goods have not sold at such a low figure, and he is answered by another that they have sold even lower, and that plenty of them may still be bought at the low, complained-of prices. Traders are nervous and jumpy, and that begets ill-humor; but that will all pass away. The whole world is disgruntled with present business conditions; fault-finding is the national pastime, and if not that they are busy prescribing cures for our troubles. As bad as business is it could be a whole lot worse, and particularly in individual cases, because the other fellow is always worse off than we actually are! If you want to test that: sometime when you feel that you are thoroughly disgusted with the whole thing, just let some one offer to buy you out for the nickle you said you would take—even let him offer to take all your goods on hand at the present market price, then see how you will buck up and tell him where to go. If you would just keep that in mind when the buyer is nibbling at your stocks, when you let him have "the little lot of 25 or 100 cases at that price," you would make him pay a premium for the goods because he is buying in retail lots. That is what you ought to do: if they insisted upon buying retail, make 'em pay retail prices. A little backbone shown in this direction might soon change the condition of the market.

THE MARKET—Most activity seems to be in those lines which might be called very staple—the kinds which low purses and the need for stretching the penny to the furtherest is evident—baked beans, tomatoes, sardines, etc. No. 2½ baked beans are quoted at $1, with No. 10's at $3, which may or may not give packers of special brands of this product some idea of the market.

Green beans have been in some call and the usual items are unchanged. They are quoting 60c on Standard cut No. 2 cans, but up in Pennsylvania, for instance, they ask 70c for these, and there are all variations in between, depending upon the seller and the buyer. No. 10 cut wax beans are quoted at $3.50. No. 3 kidney beans are quoted at 75c., a fine article at a very low price, and one which the consumers ought to know more about. No. 10's are $3.75.

There has been considerable activity in lima beans this week, evidently an effort to get them into motion, for nearly all prices are lower. No. 2 tins of tiny green are quoted this week at $1.40, with the No. 10's quoted at $7.50. No. 2 medium green are quoted at $1.20, and the 10's of that kind at $6. No. 2 green and white mixed are quoted at 80c, and the 10's at $4.50. No. 2

fresh white are 65c, and the 10's, $3.50. Soaked limas are quoted for the 2's at 70c.

Beets have been very quiet, and are not selling as the canners of them would like, or have a right to expect. But they are putting so called fresh beets—picked at least a month before they reached the retailer's store—upon the market at low prices, and they are getting away with them. The beet canners need do some educational work, and then canned beets will have their proper call. No. 2 cut beans are quoted at 75c, as an indication of the market. Better grades are quoted up to 90c.

Carrots pride themselves this week upon an advance in the No. 10 sizes to $3.50. Like beets they need more attention by their producers.

Corn seems to have left its canners in a depressed state as they left the Convention, or as reports reached the stay-at-homes, for prices have dropped again. Fancy shoepeg is quoted down to 77½c, and that makes it hard going for everything below that grade, with No. 2 standard cream style quoted at 60c, a rather nominal price. Shrewd buyers have been picking up some real bargains in corn, both in quality and price, and they have been putting it out to the public at low prices, as low as 5c the can. The only satisfaction in this is that the people are eating it up rapidly, and coming back for more because it is cheap; but for the canner that is an expensive thing, because he is not getting cost out of corn by a long sight. Will corn canners keep this in mind when they come to contract for the 1932 crop and pack? But even more important, will they come to a full realization that these low prices are not all due to the size of the pack? That most if not the vast majority of it is due to the fact that most people do not like the way corn is packed, the quality, taste, etc? In plain words that a lot of corn which grades far above the Mapes line, and which canners would readily pass as extra standard, is not worth to the consumers 5s per can on the table as an edible food product? You can't just make people like things, even if you pack them according to all the rules of law and science. You have "got" to make the product tasty, with that "want-more" appeal, and decidedly too great a proportion of the canned corn is not that. Get beyond the buyer and to the housekeeper and you will find that they complain about wasting money for canned corn, "because they do not eat it," meaning the rest of the family. They don't like "preserved" corn, as so much of the over-sweetened corn now is; and they do not like "musty" corn as was served in The Stevens at Chicago during the Convention. This is a good time to realize that delicious, tender, tasty, full-flavored corn as it comes from the can would bounce that price upwards faster than any cut in production. In fact you might have to add to production if you had that kind.

Succotash, in sympathy with lima beans and corn has declined this week to 90c, a considerable loss.

Other items of special packing, such as hominy, mixed vegetables, okra and tomatoes, pumpkin, etc., have had but light call and remain unchanged.

Peas are holding their own very nicely, and all hands feel that the clean-up will be quite complete. There is no weakness in prices, and no changes to note. On page 16 of this issue we give the Preliminary Plans for pea acreage 1932, and they show a possible cut of 10%. That ought to give you pause. If the season is favorable that might easily produce a whole lot more canned peas than would be good for the market. Don't figure upon another freeze, or drought, or burning heat to save you from your own foolishness again this season. Lightning does not strike twice in the same place. Cut the acreage now; go carefully, or you may go bankrupt, and all the industry with you.

Tomatoes continue their strong position, and they have been selling pretty freely ,and the market now accepts as genuine the price level, with the feeling that any changes must be in an upward direction. We have seen lists of sales ranging from 5 or 6 cases up to 10,000; not a lot of the latter size, but any of that kind means a change, and brings hope for all market conditions. Even poor standards at 70c are now hard to find, with 75c and up to 80c more often quoted. No 3's are $1.10 to $1.20 and 10's are $3.25 to $3.35. No. 1 whole stock pulp has gone up to 42½c, and trimming stock to 40c.

The fruit market with the exception of cherries seems to have worked into quite strong position. The Coast is handling its job well, and both buyers and sellers appreciate the firmer basis.

Canned fish is coming in for added call with the approach of Lent, and the salmon selling organization, like the fruit, has served to put this market in better humor.

NEW YORK MARKET

By "NEW YORK STATER,"
Special Correspondent of "The Canning Trade."

Prices Stabilizing—Buyers Feel More Encouraged—Buying Supporting the Better Prices—Canadian Tomatoes Not a Threat—Heavy Movement of Corn at Retail—Reconciled to the Peach Plan—Peas Strong—The War Scare.

New York, February 4, 1932.

STABILIZING—The market seems to have been thoroughly deflated and the recent strength shown in some of the stronger items has aided the entire price list to stabilize itself. Prices in some of the more popular items have been advancing in recent weeks and the manner in which buying has supported the advances gives credence to the trade's belief that the period of constantly declining prices is definitely finished.

Buying has developed here and as stocks held diminish, increased covering will enter the market. With the fear of constantly declining prices removed, distributing factors are more inclined to fill their needs on a larger scale. However, little hope is held of any marked change in the hand-to-mouth buying policy. The day of covering needs far in advance is over, it is held, and buyers will be cautious in their ordering, although buying is expected to show some gain over the scarcity of large sized orders in recent months.

Brokers—The trade here places much significance on the action of the National Food Brokers' Association in placing its approval on consignments as an indication of that body's recognition of the radical change in buying tactics which has developed in the past year or so. The fact that the majority of the retail outlets are operating on a strict hand-to-mouth buying policy has caused buyers to specify their orders for immediate delivery while still holding them to the smallest possible quantity.

The majority of the brokers dislike the consignment plan as it involves additional expense in handling

charges and tends to make them jobbers, rather than the job originally filled by them in the food industry.

Tomatoes—Have greatly aided market sentiment by the manner in which buying has supported the recent advances staged in this pack which have 2s up to 75 cents, 3s to $1.10 and 10s from $3.15 to $3.25 for tri-state offerings. California packers are holding 2½s at 95 cents, Coast, with offerings at this level not plentiful, although it is still possible to cover at this price.

The recent improvement in the Canadian market coupled with the rise in the exchange rate of the Canadian dollar has removed practically all danger of cut-price competition from packers in that country. It is no longer profitable for Canadian packers to compete in American markets, as a rule, and there seems to be little danger of prices again declining to the point where it would be more profitable for Canadian packers to enter American markets than to sell in their own.

Corn—Has shown some improvement following the firmness in Maine postings. Maine factors now hold No. 2s at 80 cents, factory, with packers there refusing sub-market bids. However, whether this is a temporary firmness or a definite improvement in its market position remains to be seen. If packers are able to maintain their stand on the offering prices of 80 cents for 2s, despite the trade belief that corn is in a weak statistical position due to last season's bumper pack, prices might slowly work into higher ground. However, until the price is adequately tested, the trade seems inclined to hold off from buying activity.

Movements of corn into retail distributing channels from second-hands have been heavy, it is held, and this has consequently reduced stocks held by packers to a more pliable working total. Whether or not demand is strong enough to sustain the higher prices now indicated in problematical, however.

Peaches—The trade is convinced now that the peach control group will succeed in holding its members to their agreements, despite the precedent set by other canners' cooperative groups which saw the organizations break up due to the impossibility of holding the signers to their pledges.

Little buying is being done as stocks in second-hands are enough to carry them along for a few weeks, although some distributors are covering their needs in advance, due to their belief that prices will not go any lower and stand a fair chance of going higher. Prices are holding firm at the agreed level.

Pineapple—The action taken by the pineapple packers on March 1 when the two-week advance recently instituted expires will have an important bearing on the peach price control plan. In the event that the pineapple factors again advance prices, the success of the California control group seems assured, and the trade looks for higher pineapple prices after the first of next month. Movements are holding up despite the increased prices and the market would sustain another small advance in prices, according to present trade indications.

On the other hand, if the packers not only fail to advance prices, but rescind the increases already posted, the slight price differential between the two fruits will have an unsettling effect on the peach market, it was pointed out.

Peas—Continue strong although some small lots of lower-priced grades have been offered here at clean-up prices. The general price list is holding strong and as canners' stocks decline, the trade expects prices to gradually work into higher levels.

Salmon—Has not showed much activity but the nearness of the Lenten buying will soon start trading in the canned fish group. Prices on the whole are steady, and some strength is expected to develop under the stimulus of Lenten buying.

CHICAGO MARKET

By "OBSERVER."
Special Correspondent of "The Canning Trade."

Buyers Instructed To Cover Only Immediate Needs—Canners Must Finance and Carry the Goods—Tomatoes Seem Pegged at the Advances—Fair, Steady Volume of Corn Sales—Peas Cleaning Up—Pea Acreage Must Be Controlled—Cherry Prices Weak—Fruits Unchanged.

Chicago, February 4, 1932.

THE big canners convention has come and gone and leaves in its wake a lot of stragglers who have stayed over a few days to contract our buyers. The general tenor of these interviews shows a group of doubly conservative wholesalers, all with very positive instructions from the inside office, to make little if any purchases beyond immediate needs; the servious discussion of anticipatory requirements is in most cases impossible. The producer has the load and he must be reconciled to carry it because the wholesale distributor has largely abandoned his time-honored function of financing factory productions. In the old days when productions were limited that service by the jobber paid him good returns; but lately it has cost him plenty of losses on declining markets. Even those who were stressing high quality merchandise have had to finally agree that big stocks were not profitable and they are now quite reconciling themselves to picking up what they need when shortages develop realizing that it is no capital offense to have an occasional item withdrawn; (and it is only occasional).

The situation seems to be clearly established that canners who plan to produce for 1932 must expect to finance and carry on until buyers develop; and this means incidentally a tightening up on possible credits on canners supplies. These new situations should be looked squarely in the face now rather than awaiting the planting of a lot of acreage which cannot be handled.

Tomatoes—Maryland No. 2 standards now seem pegged at about 72½ to 75c, Indiana and adjacent states have likewise upped their prices to like levels; a few 65c cars can still be secured in the Ozarks. California canners have similarly taken an advance of about 5c above their December basis.

Despite the general business conditions there are few who will not admit that tomatoes are well on their way toward an absolute clean-up. A word of caution is in order to canners who have been inclined to hoard their reserves unduly; we cannot expect any war-time advances and the best counsel is to sell out at a fair price and sweep your warehouse floor rather than overstay the active market and expect any continued good volume with the present popular retailer basis upset. The public has no sympathy with advances on any food items.

Corn—A colored man frequently whistles vigorously when passing a cemetery about dusk; this seems to be the status of many corn canners right now. Distributors have no disposition to anticipate needs on corn although they report a very fair steady volume of sales. But with a heavy 1931 pack; and the selling responsibility resting with canners who in most cases are not finished merchandisers to the consumer end; and impatient bankers behind canners with demands for settlements on loans; altogether corn canners are in an unhappy situation. Unless something unforeseen happens the convalesence of the corn market will take at least a few months time coupled with some pretty positive assurances of reductions on 1932 production.

Peas—An excellent clean-up of cannery stocks progresses; the entire pea industry seems disposed to get everything out of their warehouses and experience that pleasant sensation of no acute merchandising problems until next pack is in hand.

Intelligent crop control as applied to next pack will keep them all in excellent situation whereas lack of fullest confidence among producers is going to result in a lot of speculative operators which will only spell demoralization later.

It remains to be seen how firm a hand can be exercised in this situation, sooner or later if the canners are unable to gauge their packs properly a paternalistic banking control, or possibly farm bureau control, will have to do the much needed job.

R. S. P. Cherries—Prices continue weak and a very much stimulated consumer interest has developed. No question but that 1932 crop will have to be marketed at almost double the basis at which a few operators are disposing of burdensome surpluses; the canning industry cannot stand very many jolts like now apply among those who are unloading cherry surpluses.

The big pie people are beginning to cooperate in forcing a bigger consumption of cherry pie at a popular price; but regardless of the extraordinary values possible it takes a little time to wake up general public interest.

California Fruits—Market just jogging along; jobbers generally laughing at the "peach control" prices and able to find ample supplies for their needs from "middle men"; operators who will resell at a slight advance over basis applying in early January. This situation is, of course, all as expected by the producers; it now remains for sellers to outstay the buyers; and a continued healthy consumer support of the higher price levels to make the peach control an assured success. It is anybody's guess as to what may be the consuming temperament at the time when the new level of prices must be put in effect on the retail shelves.

Convention Comments—Attendance this year was considerably lighter than usual; an atmosphere of seriousness characterized the gathering which was noticeable to everybody. Many canners are in a bad situation as to ability to operate without soon getting some profits from somewhere.

These issues which now present themselves are too big for any one man to work them out; it is to be hoped that the entire craft will lend its fullest help to bringing about an early adjustment of things.

We hear of a great many packers having changed sales agents and brokers in many markets because of slackened volume this past year; sometimes this was no doubt the correct thing to do; but in other cases it was just the wrong thing. The general conditions which need curing are more deep seated than the need of a sales agent being changed.

CALIFORNIA MARKET

By "BERKELEY,"
Special Correspondent of "The Canning Trade."

Business Quiet But Steady—Movement Better Than the Prices—Peach Stabilization Will Prove Successful—More Interest in Peas and Apricots—Other Sections Asking How Crop and Pack Controls are Done Here—Oakland's New Tax Method.

San Francisco, February 4, 1932.

THE MARKET—While no marked improvement has been noted of late in the movement of canned food a definitely better feeling is in evidence in the market. Packers point out the fact that while business seems of a rather humdrum nature the demand is very steady and that stocks are being whittled down in a manner which assures the sale of almost everything on hand before the new packing season commences. A surplus may develop here and there, but on no items will this be large. The movement of canned foods is much more satisfactory than are the prices secured. Many lines are being sold below the cost of production and only a few are yielding a real profit. The annual statements of some of the Pacific Coast canning concerns are commencing to make their appearance and these lack much of being satisfactory. The statements of others will make their appearance at an early date and these promise to be along the same line of those already issued.

The bright spots in the market are the advance in Hawaiian pineapple prices, the stiffening of California cling peach prices and the refusal of ho'ders of tomatoes to cut list prices to secure business. The market as a whole is firmer than it has been in several months and indications are that it will continue to move in this direction.

Peaches—The efforts of the California Cling Peach Agency to stabilize prices on cling peaches is being closely watched by the trade and while it is still too soon to determine just what the results will be, the general impression is that the move will prove successful. Holdings of fruit outside the Agency membership are comparatively few and small and some of the outside interests have advanced prices and are not to be regarded as a factor in competition. Southern California canners have formed a separate selling group to handle the surplus pack and are quoting a scale of prices rather below that of the canners in the northern part of the State. This follows the usual procedure, the Southern California pack running to a definitely lower quality.

Apricots—Increased interest is being shown in canned apricots and pears, following the advance in the price of some grades of pineapple and the improved condition of cling peaches. Holdings of apricots are not excessive, as comparatively light packs were made in 1931 and 1930 and the smaller pack of pears, as indicated by pack figures recently released, is proving reassuring to buyers.

Others Want To Know—The success that has been attained by California packers in curtailing the output of such products as canned spinach, asparagus and peaches is receiving widespread attention and inquiries have been received by crop control agencies from many parts of the country asking for the plans followed.

Pineapple packers in the Hawaiian Islands curtailed their output last year, but found that the reduction was not sufficient and were compelled to cut prices unmercifully to move the pack and the carry-over. Packers there are now considering a pack control plan advanced by Albert Horner, manager of the Hawaiian Canneries Company, designed to clear up this year's production and marketing situation. According to this plan, each company's pack would be limited to its previous season's sales, plus twenty-five per cent, including carryover in pack estimation. Discarding of fruits in fields that cannot be sold within twelve months is included in the new plan. The originator of the plan expresses the opinion that it will guarantee carry-over elimination, insure savings, permit free competition and stimulate sales.

Pineapple—The Hawaiian Pineapple Company, Ltd., the largest single factor in the pineapple packing industry, has issued a report for the year ending December 31, showing a net loss of $3,875,111 after all charges, including depreciation and inventory losses. During 1931 the company charged $773,425 to depreciation and wrote off inventory losses of $2,425,300. In 1930 the company reported a net profit of $2,531,346.

Salmon—Alaska Packers' Association, controlled by the California Packing Corporation, reports a net loss of $402,024.30 for 1931, after all charge-offs. A profit of $714,071 was made on the operation of canneries and the insurance fund. However, the market value of insurance fund securities decreased $1,116,095, resulting in the net loss listed. In 1930 the net loss was $894,328 while in 1929 there was a net profit of $749,140. During the 1931 season the company operated ten canneries in Alaska and one on Puget Sound, packing a total of 740,894 cases of salmon. This compares with a pack of 222,961 cases in 1930, 615,156 in 1929 and 641,143 in 1928.

GULF STATES MARKET

By "BAYOU,"
Special Correspondent of "The Canning Trade."

Canned Shrimp Market Takes On Firmer Tone—Shrimp-Canning Factories Start Production Again—Canned Oyster Business Better—Pass Christian To Open.

Mobile, Ala., February 4, 1932.

SHRIMP—Canned shrimp is in stronger position than it has been is some time and no one seems to know what brought it about; how long it's going to last, nor when it's going to flop, so let's make hay while the sun shines.

The shrimp market is a good illustration of how the "hand-to-mouth" method of buying is carried on all over the country. Some weeks ago you couldn't sell canned shrimp at any price and today some of the small packers of this section have practically sold out of shrimp and are sending out their boats in order to try to get some more shrimp to pack. There certainly could not have been very much stock in the hands of the retailers, jobbers and brokers when about a month after the major pack stopped, the stock of shrimp in the warehouse of the canners has been depleted to the extent it has. No one is in a buying mood and the producer is made to carry the entire risk of supplying the consumer, therefore, if the producer finds the load too heavy to carry, it's just too bad, because he can get very little assistance from the retailers, jobbers and brokers. This is what is making it a double problem to can food stuff and canners should guard very carefully against being tricked into boosting their cost in order to increase production when there seems to be a good demand for their product, because usually the seemingly big demand in such cases is limited to the immediate wants of the trade, which in these days and times it does not take much to supply and the packer would find himself with high priced canned goods that he has to sell at a low price and a loss would be inevitable.

Under the circumstances, it behooves every canner to keep his cost down to a minimum at all times and be prepared to sell first class, high grade goods at a low price, which is what the trade expects and is getting.

In times gone by, the canner of sea foods usually only considered as their competitors those engaged in the same line of business, but today they have to expend their scope of competition to all lines of food stuff, because everybody is buying very shrewdly and economically. Canners of sea food should strive to have the price of their product compare favorably with the price of other food products so as to keep it from drifting into the luxury class and thus enabling the housewife to alternate with other foods in preparing their menu for the table. When the housewife finds out that she can serve delicious shrimp, oysters and fish proportionately as economical as some of the so-called cheaper varieties of foods that do not contain as much food value as these sea foods, then we are going to have our sea food products served regularly and the consumption will increase. Of course, this calls, too, for aggressive marketing of the sea food products in the way of advertising and demonstrating, because its low cost high food value would have to be featured in advertisement and in an educational manner.

The price of canned shrimp is $1.10 per dozen for No. 1 medium and $1.25 per dozen for No. 1 fancy, f. o. b. factory.

Oysters—The oyster pack in this section is moving along very satisfactory and cove oysters appear to be in fair demand. In fact, two or three more factories have started to can oysters in this section since the canning season started this fall and none of the other factories have closed down that started at the beginning of the season, which may be taken as a good indication that business in the cove oyster line is reasonably active.

At any rate, the operation of the oyster factories has given employment to many that would have been idle if it were not for the canneries running, therefore, it has been a Godsend to the labor in the sea food communities of this section. May they live long and prosper.

Oysters are in fine shape, being fat and plump and this enables the canneries to turn out a strictly first-class, quality pack in every sense of the word.

The raw oyster business is not so active and it is hoped that Lent will boost it up beyond our fondest expectations.

Good oysters are within the reach of all in price and they must be reaching out for them, because they're leaving this section.

The price is 75c per dozen for 5 ounce can, f.o.b. cannery.

CANNED FOOD PRICES

Prices given represent the *lowest* figure generally quoted for lots of wholesale size, usual terms f. o. b. Baltimore (unless otherwise noted) and subject to the customary discount for cash. Many canners get higher prices for their goods; some few may take less for a personal reason, but these prices represent the general market at this date.

Baltimore figures corrected by these Brokers: ‡Thomas J. Meehan & Co., *Howard E. Jones & Co., §Harry H. Mahool & Co.
New York prices corrected by our Special Correspondent. †In column headed "N. Y." indicates f. o. b. factory.

Canned Vegetables

	Balto.	N.Y.
ASPARAGUS* (California)		
White Mammoth, No. 2½	.....	3.75
Peeled, No. 2½	.....	.....
Large, No. 2½	.....	3.60
Peeled, No. 2½	.....	4.60
Medium, No. 2½	.....	3.25
Green Mammoth, No. 2½	.....	3.25
Medium, No. 2½	.....	.....
Small, No. 2½	.....	.....
Tips, White, Mammoth, No. 1 sq.	.....	3.50
Small, No. 1 sq.	.....	2.85
Green Mammoth, No. 1 sq.	3.40	3.10
Small, No. 1 sq.	2.80	2.70
BAKED BEANS‡		
16 oz.	.50	.....
No. 2½	1.00	.....
No. 10	3.00	.....
BEANS‡		
Stringless Stand. Cut Green, No. 2	.60	.57½
Standard Cut Green, No. 10	3.50	3.00
Standard Whole Green, No. 2	.90	.95
Standard Cut Wax, No. 2	.75	.....
Standard Cut Wax, No. 10	3.50	.....
Red Kidney Standard, No. 2	.75	.....
Standard, No. 10	3.75	.....
LIMA BEANS‡ (F. O. B. Factory)		
No. 2 Tiny Green	1.40	1.65
No. 10	7.50	.....
No. 2 Medium Green	1.20	.....
No. 10	6.00	.....
No. 2, Green and White	.80	.....
No. 10	4.50	.....
No. 2, Fresh White	.65	.80
No. 10	3.50	.....
Soaked, No. 2	.70	.....
BEETS‡		
Baby, No. 2	1.40	.....
Whole, No. 2	1.10	.....
Whole, No. 3	1.10	.....
Whole, No. 10	3.50	4.00
Cut, No. 2	.75	.95
Cut, No. 10	2.85	.....
Diced, No. 10	3.75	.....
CARROTS‡		
Standard Sliced, No. 2	.75	.....
Sliced, No. 10	3.50	.....
Standard Diced, No. 2	.65	.....
Diced, No. 10	3.25	.....
CORN‡		
Golden Bantam, Fancy, No. 2	.....	.80
Extra Standard, No. 2	.....	.....
Extra Standard, No. 10	.....	.....
Shoepeg, Fancy, No. 2	.77½	.....
Extra Standard, No. 2	.65	.....
Standard, No. 2	.60	.60
Standard, No. 10	.....	.....
Crushed, Fancy, No. 2	.80	.....
Extra Standard, No. 2	.65	.....
Standard, No. 2	.60	.60
Standard, No. 10	3.85	4.25
HOMINY‡		
Standard Split, No. 3	1.00	.....
Split, No. 10	3.00	.....
MIXED VEGETABLES‡		
Standard No. 2	.82½	.....
No. 10	4.25	.....
Fancy, No. 2	1.05	.....
No. 10	5.00	.....
OKRA AND TOMATOES‡		
Standard, No. 2	1.00	.....
No. 10	.....	.....
PEAS‡		
Petit Pois, 1s	.72½	.....
No. 2 Fancy Sweets, 2s	.....	1.65
No. 3 Fancy Sweets, 2s	.....	1.60
No. 4 Fancy Sweets, 2s	.....	1.25
No. 5 Fancy Sweets, 2s	.....	1.20
No. 5 Std. Sweets, 2s	.....	1.00
No. 4 Early June, 1s	.....	.85
No. 1 Std. Alaskas, 2s	1.20	.....
No. 2 Std. Alaskas, 2s	1.05	.....
No. 3 Std. Alaskas, 2s	.95	1.00
No. 4 Std. Alaskas, 2s	.90	1.05
No. 2 Std. Alaskas, 10s	.....	.....
No. 3 Std. Alaskas, 10s	5.25	5.25
No. 4 Std. Alaskas, 10s	5.00	5.00
PUMPKIN‡		
Standard, No. 2½	.90	†1.00
No. 3	1.00	†1.05
No. 10	3.00	†3.10

CANNED VEGETABLES—Continued

	Balto.	N.Y.
SAUER KRAUT‡		
Standard, No. 2	.....	.....
No. 2½	.80	.82½
No. 3	.85	.85
No. 10	2.55	2.65
SPINACH‡		
Standard, No. 2	.75	.75
No. 2½	1.15	.....
No. 3	1.20	1.15
No. 10	3.50	3.50
SUCCOTASH‡		
Standard Green Corn, Fresh Limas, No. 2	.90	.....
Standard Green Corn, Dried Limas, No. 2	.90	.....
(Triple) No. 2 (with tomatoes)	1.10	.....
SWEET POTATOES‡		
Standard, No. 2, F. O. B. factory	.75	.....
No. 2½	1.00	.90
No. 3	1.10	.....
No. 10	3.00	3.00
TOMATOES‡		
Extra Standard, No. 1	.57½	.....
F. O. B. County	.55	.52½
No. 2	.85	.....
F. O. B. County	.80	.....
No. 3	1.25	.....
F. O. B. County	1.20	.....
No. 10	3.50	.....
F. O. B. County	3.40	.....
Standard, No. 1	.55	.....
F. O. B. County	.52½	.....
No. 2	.75	.75
F. O. B. County	.72½	.....
No. 3	1.15	.....
F. O. B. County	1.10	1.10
No. 10	3.35	.....
F. O. B. County	3.20	3.20
TOMATO PUREE‡ (F. O. B. Factory)		
Standard, No. 1, Whole Stock	.40½	.40½
No. 10, Whole Stock	2.50	2.25
Standard, No. 1 Trimmings	.40	.....
No. 10 Trimmings	2.00	.....

Canned Fruits

APPLES* (F. O. B. Factory)		
Maine, No. 10	.....	.....
Michigan, No. 10	.....	.....
New York, No. 10	.....	.....
Pennsylvania, No. 10, water	3.00	.....
Pa., No. 3	1.25	.....
Pa., No. 10, solid pack	3.50	.....
APRICOTS* (California)		
Standard, No. 2½	1.60	1.40
Choice, No. 2½	1.80	1.65
Fancy, No. 2½	.....	.....
BLACKBERRIES*		
Standard, No. 2	.....	.....
No. 3	.....	.....
No. 10, water	4.00	.....
No. 2, Preserved	.....	.....
No. 2, in Syrup	.....	.....
BLUEBERRIES*		
Maine, No. 2	.....	1.60
No. 10	5.50	4.75
CHERRIES*		
Standard Red, Water, No. 2	.....	.....
White Syrup, No. 2	.....	.....
Extra Preserved, No. 2	.....	.....
Red Pitted, No. 10	6.25	.....
California Standard, 2½	2.40	1.90
Choice, No. 2½	2.60	2.25
Fancy, No. 2½	.....	2.60
GOOSEBERRIES*		
Standard No. 2	.....	.....
No. 10	.....	.....
GRAPE FRUIT*		
8 oz.	.55	.....
No. 2	1.10	.90
No. 5	3.30	4.25
No. 1 Juice	.75	.....
No. 5 Juice	3.25	.....
PEARS*		
Standards, Keifer No. 2, in syrup	1.00	.....
Fancy, No. 2½	1.50	.....
California Bartletts, Standard 2½	2.40	1.75
Fancy	.....	2.15
Choice	2.75	1.95
Standard No. 10	6.50	.....

CANNED FRUITS—Continued

	Balto.	N.Y.
PEACHES*		
California Standard, No. 2½, Y. C.	1.40	1.40
Choice, No. 2½, Y. C.	1.55	1.60
Fancy, No. 2½, Y. C.	.....	.....
Extra Sliced Yellow, No. 1	.85	.....
Seconds, Yellow, No. 3	.....	.....
Pies, Unpeeled, No. 3	.....	.....
Peeled, No. 10	4.25	.....
PINEAPPLE*		
Hawaiian Sliced, Extra, No. 2½	1.60	1.45
Sliced Standard, No. 2½	1.50	1.30
Sliced, Extra, No. 2	.....	1.15
Sliced Standard, No. 2	.....	1.00
Shredded, Syrup, No. 10	.....	.....
Crushed, Extra, No. 10	5.25	4.25
Eastern Pie, Water, No. 10	.....	.....
Porto Rico No. 10	.....	.....
RASPBERRIES*		
Black Water, No. 2	.....	.....
Red, Water, No. 2	.....	.....
Black, Syrup, No. 2	.....	.....
Red, Syrup, No. 2	.....	.....
Red, Water, No. 10	.....	.....
STRAWBERRIES‡		
Preserved, No. 1	.....	.....
Preserved, No. 2	.....	.....
Extra, Preserved, No. 1	.....	.....
Extra, Preserved, No. 2	.....	.....
Standard Water, No. 10	.....	.....
FRUITS FOR SALAD*		
Fancy, No. 2½	2.50	.....
No. 10s	9.50	.....

Canned Fish

HERRING ROE*		
10 oz.	.75	.....
17 oz.	.80	.....
19 oz.	1.00	.....
LOBSTER*		
Flats, 1-lb. cases, 4 doz.	.....	.....
½-lb. cases, 4 doz.	.....	3.25
¼-lb. cases, 4 doz.	.....	1.60
OYSTERS*		
Standards, 4 oz.	.....	.....
5 oz.	1.00	†1.10
8 oz.	.....	.....
10 oz.	2.00	†2.20
Selects, 6 oz.	2.25	.....
SALMON§		
Red Alaskas, Tall, No. 1	2.45	2.35
Flat, No. ½	1.75	.....
Cohoes, Tall, No. 1	1.85	.....
Flat, No. 1	.....	.....
Flat, No. ½	.....	.....
Pink, Tall, No. ½	.77½	.85
Pink, Tall, No. 1	.97½	.....
Sockeye Flat, No. 1	3.35	.....
Flat, No. ½	.75	.....
Chums, Tall	.92½	.97½
Medium, Red, Tall	2.00	.....
SHRIMP§		
Dry, No. 1	1.40	.....
Wet, No. 1, Large	1.25	1.00
SARDINES§ (Domestic), per case		
¼ Oil, keyless	.....	†3.15
¼ Oil, Decorated, keys	.....	†3.80
¼ Oil, Tomato, Carton	.....	†4.20
¼ Oil, carton	.....	†4.20
¼ Mustard, Keyless	.....	†3.20
¼ Mustard, Keyless	.....	†3.00
California Oval, No. 1, 48's	3.00	†2.95
TUNA FISH§ (California), per case		
White, ½s	.....	8.50
White, 1s	.....	13.00
Blue Fin, ½	.....	6.75
Blue Fin, 1s	.....	12.50
Striped, ¼	3.45	.....
Striped, ½s	4.65	6.25
Striped, 1s	8.25	11.50
Yellow, ¼s, Fancy	4.65	.....
Yellows, ½s, Fancy	7.30	6.50
Yellow, 1s	13.35	12.50

WHERE TO BUY

—— the Machinery and Supplies you need, and the Leading Houses that supply them. Consult the advertisements for details.

ADJUSTER, for Chain Devices.

Hamachek Mach. Co., Kewaunee, Wis.

Apple Paring Machines. See Paring Mach.

BEAN SNIPERS.

Chisholm-Ryder Co., Niagara Falls, N. Y.

BEET MACHINERY.

Ayars Mach. Co., Salem, N. J.
Berlin-Chapman Co., Berlin, Wis.
Hansen Cang. Mchy. Corp., Cedarburg, Wis.
A. K. Robins & Co., Inc., Baltimore.

Baskets, Wire, Scalding, Pickling, etc. See Cannery Supplies.

BEETS, Carrier, Rubber, Wire, Etc.

Berlin-Chapman Co., Berlin, Wis.
La Porte Mat and Mfg. Co., La Porte, Ind.

Bean Cleaners. See Clean and Grad. Mach.

Beans, Dried. See Pea and Bean Seed.

BLANCHERS, Vegetable and Fruit.

Ayars Mach. Co., Salem, N. J.
Berlin-Chapman Co., Berlin, Wis.
A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.

Blowers, Pressure. See Pumps.

BOILERS AND ENGINES, Steam.

Edw. Renneburg & Sons Co., Baltimore.
A. K. Robins & Co., Inc., Baltimore.
Slaysman & Co., Baltimore.

BOOKS, on Canning, Formula, Etc.

A Complete Course in Canning.
How to Buy and Sell Canned Foods.
A History of the Canning Industry.
The Almanac of the Canning Industry.
All published by The Canning Trade, Baltimore.

Bottle Caps. See Caps.

Bottle Cases, Wood. See Boxes, Crates.

Bottle Corking Machines. See Bottlers Mchy.

BOTTLERS' MACHINERY.

Ayars Mach. Co., Salem, N. J.

BOXES, Corrugated Paper.

Hinde & Dauch Paper Co., Sandusky, O.

BOX (Corrugated) SEALING MACHINES.

A. K. Robins & Co., Inc., Baltmire.

Boxes, Corrugated Paper. See Cor. Paper Prod.

BOXES, Lug, Field, Metal.

Berlin-Chapman Co., Berlin, Wis.

BOXING MACHINES.

Westminster Machine Works, Westminster, Md.

BROKERS.

Phillips Sales Co., Cambridge, Md.

Buckets and Pails, Fiber. See Corr. Paper Products.

Buckets and Pails, Metal. See Enameled Buckets.

Buckets, Wood. See Cannery Supplies.

BURNERS, Oil, Gas Gasoline, Etc.

A. K. Robins & Co., Ins., Baltimore.

BY-PRODUCTS, Machinery.

Edw. Renneburg & Sons Co., Baltimore.

Cabbage Machinery. See Kraut Mchy.

CANNERS, Fruits and Vegetables, Etc.

California Packing Corp., San Francisco.

CAN COUNTERS.

Ayars Mach. Co., Salem, N. J.

Can Conveyors. See Conveyors and Carriers.

Can Fillers. See Filling Machines.

CAN MAKERS' MACHINERY.

E. W. Bliss & Co., Brooklyn, N. Y.
Cameron Can Mchy. Co., Chicago.
Slaysman & Co., Baltimore.

Can Markers. See Stampers and Markers.

CANS, Tin, All Kinds.

American Can Co., New York City.
Continental Can Co., New York City.
Heekin Can Co., Cincinnati, O.
Metal Package Corp., New York-Baltimore.
Phelps Can Co., Baltimore.
Phillips Can Co., Cambridge, Md.

CAN WASHING MACHINES.

Hansen Cang. Mchy. Corp., Cedarburg, Wis.

CANNERY SUPPLIES.

Ayars ach. Co., Salem, N. J.
Berlin-Chapman Co., Berlin, Wis.
F. H. Langsenkamp Co., Indianapolis, Ind.
A. K. R bins & Co., Inc., Baltimore.
Sinclair-Scott Co., Baltimore.
Slaysman & Co., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.

Can Stampers. See Stampers and Markers.

CAPPING MACHINES, Soldering.

Ayars Mach. Co., Salem, N. J.
A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.

Capping Steels, Soldering. See Cannery Sup.

CARRIERS AND CONVEYORS, Gravity.

Berlin-Chapman Co., Berlin, Wis.
A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.

Cartons. See Corrugated Paper Products.

Catsup Machinery. For the preparatory work: see Pulp Mchy; for bottling: see Bot. Mchy.

Chain Belt Conveyors. See Conveyors.

Chain for Elevating, Conveying. See Conveyors.

Checks, Employers' Time. See Stencils.

Chutes, Graviety, Spiral. See Carriers.

CLEANING AND GRADING MACHY., Fruit.

Berlin-Chapman Co., Berlin Wis.
A. K. Robins & Co., Inc., Baltimore.
Sinclair-Scott Co., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.

Cleaning and Washing Machines, Bottle. See Bottlers' Machinery.

Cleaning Machines, Can. See Can Washers.

CLOCKS, Process Time.

Ayars Mach. Co., Salem, N. J.
Sprague-Sells Corp., Hoopeston, Ill.

CLOSING MACHINES, Open Top Cans.

E. W. Bliss & Co., Brooklyn, N. Y.
Cameron Can Mchy. Co., Chicago, Ill.
Slaysman & Co., Baltimore.

Coils, Copper. See Copper Coils.

Condensed Milk Canning Machinery. See Milk Condensing Machinery.

CONVEYORS AND CARRIERS, Canners.

Berlin-Chapman Co., Berlin, Wis.
Chisholm-Ryder Co., Niagara Falls, N. Y.
A. K. Robins & Co., Baltimore.
The Scott Viner Co., Columbus, O.
Sprague-Sells Corp., Hoopeston, Ill.

COOKERS, Continuous, Agitating.

Ayars Mach. Co., Salem, N. J.
Berlin-Chapman Co., Berlin, Wis.
Sprague-Sells Corp., Hoopeston, Ill.

Cookers, Retort. See Kettles, Process.

COOLERS, Continuous.

Berlin-Chapman Co., Berlin, Wis.
Sprague-Sells Corp., Hoopeston, Ill.

COPPER COILS, for Tanks.

Berlin-Chapman Co., Berlin, Wis.
F. H. Langsenkamp Co., Indianapolis, Ind.
A. K. Robins & Co., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.

Copper Jacketed Kettles. See Kettles, Copper.

CORN COOKER-FILLERS.

Ayars Mach. Co., Salem, N. J.
Berlin-Chapman Co., Berlin, Wis.
Hansen Cang. Mchy. Corp., Cedarburg, Wis.
Morral Bros., Morral, Ohio.
A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.

CORN CUTTERS.

Berlin-Chapman Co., Berlin, Wis.
Hansen Cang. Mchy. Corp., Cedarburg, Wis.
Morral Bros., Morral, Ohio.
A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.

CORN SHAKERS.

Ayars Mach. Co., Salem, N. J.
Berlin-Chapman Co., Berlin, Wis.

CORN HUSKERS AND SILKERS.

Berlin-Chapman Co., Berlin, Wis.
Morral Bros., M rral, Ohio.
Sprague-Sells Corp., Hoopeston, Ill.

Corn Mixers and Agitators. See Corn Cooker Fillers.

CORRUGATED FIBRE SHIPPING CASES.

Hinde & Dauch Paper Co., Sandusky, O.

CORRUGATED PAPER PRODUCTS (Boxes, Bottle Wrappers, Etc.).

Hinde & Dauch Paper Co., Sandusky, O.
U. S. Prt. & Litho. Co., Cincinnati, O.

Counters. See Can Counters.

Countershafts. See Speed Reg. Devices.

CRANES AND CARRYING MACHINES.

Berlin-Chapman Co., Berlin, Wis.
A. K. Robins & Co., Inc., Baltimore.
Sinclair-Scott Co., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.
Zastrow Mach. Co., Baltimore.

CRATES, Iron Process.

Berlin-Chapman Co., Berlin, Wis.
Edw. Renneburg & Sons Co., Baltimore.
A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.
Zastrow Mach. Co., Baltimore.

Cutters, Corn. See Corn Cutters .
Cutters, Kraut. See Kraut Machinery.
Cutters, String Bean. See String Bean Mchy.

CUTTERS, Vegetable, Mincemeat, Etc.

Burton, Cook & Co., Rome, N. Y.

CULTURES, Inoculation.

Straburger & Siegel, Baltimore.

DECORATED TIN (or Cans, Caps, Etc.).

American Can Co., New York City.
Continental Can Co., New York City.

Dies, Can. See Can Makers' Mchy.

Double Seaming Machines. See Closing Mach.

DRYERS, Drying Machinery.

Edw. Renneburg & Sons Co., Baltimore.
Slaysman & Co., Baltimore.

Employers' Time Checks. See Stencils.

ENAMELED BUCKETS, PAILS, Etc.

F. H. Langsenkamp Co., Indianapolis, Ind.
A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.

Engines, Steam. See Boilers and Engines.

Enamel-Lined Kettles. See Tanks.

EVAPORATING MACHINERY.

Berlin-Chapman Co., Berlin, Wis.
Edw. Renneburg & Sons Co., Baltimore.

EXHAUST BOXES.

Ayars Mach. Co., Salem, N. J.
Berlin-Chapman Co., Berlin, Wis.
A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.
Zastrow Mach. Co., Baltimore.

Factory Stools. See Stools.

Factory Supplies. See Cannery Supplies.

FACTORY TRUCKS.

Berlin-Chapman Co., Berlin, Wis.
Chisholm-Ryder Co., Niagara Falls, N. Y.
A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.

FIBRE CONTAINERS for Food(not hermetically sealed).

American Can Co., New York City.
Continental Can Co., New York City.
U. S. Prt. & Litho. Co., Cincinnati, Ohio.

FIBRE PRODUCTS, Boxes, Boxboards, Etc.

Hinde & Dauch Paper Co., Sandusky, O.
U. S. Printing & Litho. Co., Cincinnati, Ohio.

Fillers and Cookers. See Corn Cooker-Fillers.

Filling Machines, Bottles. See Bottlers' Mchy.

FILLING MACHINES, Can.

Ayars Machine Co., Salem, N. J.
Berlin-Chapman Co., Berlin, Wis.
Hansen Cang. Mchy. Corp., Cedarburg, Wis.
A. K. Robins & Co., Inc., Baltimore.
Sinclair-Scott Co., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.

Filling Machine, Syrup, See Syruping Mach.

WHERE TO BUY---*Continued*

FINANCING AND WAREHOUSING.

Guardian Warehousing Co., Chicago.
Wakem & McLaughlin, Chicago.

FINISHING MACHINES, Catsup, Etc.

F. H. Langsenkamp Co., Indianapolis, Ind.
A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.
Friction Top Cans. See Cans, Tin.
Fruit Graders. See Clean. & Grad. Mchy., Fruit.
Fruit Parers. See Paring Machines.
Fruit Presses. See Cider Makers' Machinery.
Gasoline Firepots. See Cannery Supplies.

GENERAL AGENTS for Machinery Mfrs.

Berlin-Chapman Co., Berlin, Wis.
A. K. Robins & Co., Inc., Baltimore.
Generators, Electric. See Motors.

GLASS-LINED TANKS.

Sprague-Sells Corp., Hoopeston, Ill.
Governors, Steam. See Power Plant Equipment.
Gravity Carriers. See Carriers and Conveyors.
Green Corn Huskers. See Corn Huskers.
Green Pea Cleaners. See Clean. and Grad. Mchy.
Hoisting and Carrying Machines. See Cranes.
Hullers and Viners. See Pea Hullers.
Huskers and Silkers. See Corn Huskers.

INOCULATION, for Peas, Etc.

Strasburger & Siegel, Baltimore.

INSURANCE, Canners.

Canners' Exchange, Lansing B. Warner, Chicago.
Jacketed Kettles. See Kettles, Copper.

JACKETED PANS, Steam.

F. H. Langsenkamp Co., Indianapolis, Ind.
Sprague-Sells Corp., Hoopeston, Ill.

KETTLES, Copper, Plain or Jacketed.

A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.
Kettles, Enameled. See Tanks, Glass-Lined.

KETTLES, Process.

Ayars Machine Co., Salem, N. J.
Berlin-Chapman Co., Berlin, Wis.
Edw. Renneburg & Sons Co., Baltimore.
A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.
Zastrow Mach. Co., Baltimore.

KNIVES, Miscellaneous.

A. K. Robins & Co., Inc., Baltimore.

KRAUT CUTTERS.

A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.

KRAUT MACHINERY.

Hansen Cang. Mchy. Corp., Cedarburg, Wis.

LABELING MACHINES.

Morral Bros., Morral, Ohio.
Sprague-Sells Corp., Hoopeston, Ill.
Westminster Mach. Works, Westminster, Md.

LABEL MANUFACTURERS.

R. J. Kittredge & Co., Chicago.
National Color Printing Co., Baltimore, Md.
Simpson & Doeller Co., Baltimore.
U. S. Printing and Litho. Co., Cincinnati.

LABORATORIES, for Analyses of Goods, Etc.

National Canners Assn., Washington, D. C.
Strasburger & Siegel, Baltimore.
Markers, Can. See Stampers and Markers.
Marmalades, Machinery. See Pulp Machinery.

MILK CONDENSING AND CANNING MCHY.

Ayars Machine Co., Salem, N. J.
Berlin-Chapman Co., Berlin, Wis.
A. K. Robins & Co., Inc., Baltimore.
Molasses Filling Machines. See Filling Mach.

OYSTER CANNERS' MACHINERY.

Berlin-Chapman Co., Berlin, Wis.
Edw. Renneburg & Sons Co., Baltimore.
A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.
Zastrow Mach. Co., Baltimore.
Packers' Cans. See Cans.
Pails, Tubs, etc., Fibre. See Fibre Cont.
Paper Boxes. See Currog. Paper Products.

PARING MACHINES.

Sinclair-Scott Co., Baltimore.

PASTE, CANNERS'.

A. K. Robins & Co., Inc., Baltimore.

PEA AND BEAN SEED.

Associated Seed Growers, Inc., New Haven, Conn.
Gallatin Valley Seed Co., Bozeman, Mont.
D. Landreth Seed Co., Bristol, Pa.
J. B. Rice Seed Co., Cambridge, N. Y.
Rogers Bros. Seed Co., Chicago.

PEA CANNERS' MACHINERY.

Ayars Machine Co., Salem, N. J.
Berlin-Chapman Co., Berlin, Wis.
Chisholm-Ryder Co., Niagara Falls, N. Y.
Continental Seed Co., Toledo, Ohio.
F. Hamachek Mach. Co., Kewaunee, Wis.
Hansen Cang. Mchy. Corp., Cedarburg, Wis.
A. K. Robins & Co., Inc., Baltimore.
Scott Viner Co., Columbus, O.
Sinclair-Scott Co., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.

PEA HULLERS AND VINERS.

Chisholm-Ryder Co., Niagara Falls, N. Y.
F. Hamachek Mach. Co., Kewaunee, Wis.
Scott Viner Co., Columbus, O.

PEA VINE FEEDERS.

Chisholm-Ryder Co., Niagara Falls, N. Y.
F. Hamachek Mach. Co., Kewaunee, Wis.

PECTIN, Apple, Powdered.

Speas Mfg. Co., Kansas City, Mo.

PEELING KNIVES.

A. K. Robins & Co., Inc., Baltimore.
Peach and Cherry Pitters. See Fruit Pitters.

PEELING MACHINES.

A. K. Robins & Co., Inc., Baltimore.
Sinclair-Scott Co., Baltimore.

PEELING TABLES, Continuous.

Ayars Machine Co., Salem, N. J.
Berlin-Chapman Co., Berlin, Wis.
A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.
Perforated Sheet Metal. See Sieves and Screens.
Picking Boxes, Baskets, Etc. See Baskets.
Picking Belts and Tables. See Pea Can. Mchy.

PINEAPPLE MACHINERY.

Sprague-Sells Corp., Hoopeston, Ill.
Zastrow Mach. Co., Baltimore.
Platform and Wagon Scales. See Scales.
Picking Belts and Tables. See Pea Machinery.
Power Presses. See Can Makers' Machinery.
Power Transmission Machinery. See Power Plant Equipment.

PRESERVERS' MACHINERY.

F. H. Langsenkamp Co., Indianapolis, Ind.
A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.

PULP MACHINERY.

Berlin-Chapman Co., Berlin, Wis.
F. H. Langsenkamp Co., Indianapolis, Ind.
A. K. Robins & Co., Inc., Baltimore.
Sinclair-Scott Co., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.

PUMPS, Air, Water, Brine, Syrup.

A. K. Robins & Co., Inc., Baltimore.
Slayman & Co., Baltimore.
Retort Crates. See Kettles, Process.
Rubber Stamps. See Stencils.
Saccharometers (syrup testers). See Cany. Sup.

SALT DISTRIBUTINIG MACHINE.

F. H. Langsenkamp Co., Indianapolis, Ind.

SEALING MACHINES, Box.

A. K. Robins & Co., Inc., Baltimore.
Sanitary (open top) Cans. See Cans.
Sardine Knives and Scissors. See Knives.

SCALDERS, Tomato, Etc.

Ayars Machine Co., Salem, N. J.
Berlin-Chapman Co., Berlin, Wis.
A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.
Scalding and Picking Baskets. See Baskets.
Sealing Machines, Bottles. See Bottlers' Mchy.

SEEDS, Canners', All Varieties.

Associated Seed Growers, Inc., New Haven, Conn.
Continental Seed Co., Toledo, Ohio.
Gallatin Valley Seed Co., Bozman, Mont.
D. Landreth Seed Co., Bristol, Pa.
J. B. Rice Seed Co., Cambridge, N. Y.
Rogers Bros. Seed Co., Chicago.
Separators. See Pea Canning Mchy.
Sealing Machines, Cans. See Closing Machines.

SHEET METAL WORKING MACHINERY.

E. W. Bliss & Co., Brooklyn, N. Y.
Cameron Can Mchy. Co., Chicago, Ill.
Slaysman & Co., Baltimore.

SEIVES AND SCREENS.

F. H. Langsenkamp Co., Indianapolis, Ind.
A. K. Robins & Co., Inc., Baltimore.
Sinclair-Scott Co., Baltimore.

SILKING MACHINES, Corp.

Berlin-Chapman Co., Berlin, Wis.
A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.
Sorters, Peas. See Cleaning and Grading Mchy.

SPEED REGULATING DEVICES (for Machines, Belt Drives, etc.).

Berlin-Chapman Co., Berlin, Wis.
Sinclair-Scott Co., Baltimore.
Supply House and General Agents. See General Agents.

STAMPERS AND MARKERS.

Chisholm-Ryder Co., Niagara Falls, N. Y.
Steam Jacketed Kettles. See Kettles.
Steam Retorts. See Kettles, Process.

STENCILS, Marking Pots and Brushes, Brass Checks, Rubber and Steel Type, Burning Brands, Etc.

A. K. Robins & Co., Inc., Baltimore.

STIRRERS FOR KETTLES.

F. H. Langsenkamp Co., Indianapolis, Ind.
Sprague-Sells Corp., Hoopeston, Ill.

STRING BEAN MACHINERY.

Berlin-Chapman Co., Berlin, Wis.
Burton Cook & Co., Rome, N. Y.
Chisholm-Ryder Co., Niagara Falls, N. Y.
A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.

SYRUPING MACHINES.

Ayars Machine Co., Salem, N. J.
Berlin-Chapman Co., Berlin, Wis.
Hansen Cang. Mchy. Corp., Cedarburg, Wis.
E. J. Judge, Alameda, Calif.
A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.
Tables, Pickling. See Canners' Machinery.

TANKS, Metal.

Berlin-Chapman Co., Berlin, Wis.
Slaysman & Co., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.

TANKS, Glass Lined, Steel.

Sprague-Sells Corp., Hoopeston, Ill.

TANKS, Wooden.

Sprague-Sells Corp., Hoopeston, Ill.
Testers, Can. See Can Makers' Machinery.
Ticket Punches. See Stencils.

TIN PLATE.

American Sheet and Tin Plate Co., Pittsburgh.

TOMATO CANNING MACHINERY.

Ayars Machine Co., Salem, N. J.
Berlin-Chapman Co., Berlin, Wis.
F. H. Langsenkamp Co., Indianapolis.
A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.

TOMATO PEELING MACHINE.

Berlin-Chapman Co., Berlin, Wis.
A. K. Robins & Co., Inc., Baltimore.

TOMATO WASHERS.

Berlin-Chapman Co., Berlin, Wis.
A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.
Variable Speed Countershafts. See Speed Reg.

VINERS AND HULLERS.

Chisholm-Ryder Co., Niagara Falls, N. Y.
Frank Hamachek Mach. Co., Kewaunee, Wis.
Scott Viner Co., Columbus, O.

WAREHOUSING AND FINANCING.

Guardian Warehousing Co., Chicago.
Wakem & McLaughlin, Chicago.
Washers, Bottles. See Bottlers' Machinery.

WASHERS, Can and Jar.

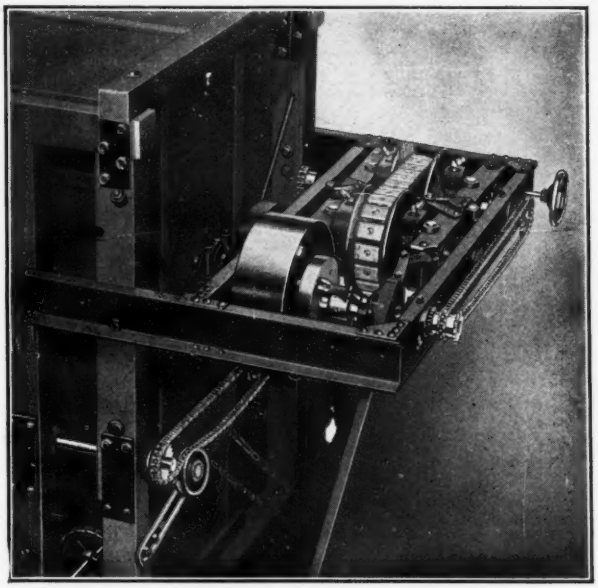
Ayars Machine Co., Salem, N. J.
Berlin-Chapman Co., Berlin, Wis.
Hansen Cang. Mchy. Corp., Cedarbug, Wis.
A. K. Robins & Co., Inc., Baltimore.

WASHERS, Fruit, Vegetables.

Ayars Machine Co., Salem, N. J.
Berlin-Chapman Co., Berlin, Wis.
A. K. Robins & Co., Inc., Baltimore.
Sprague-Sells Corp., Hoopeston, Ill.
Washing and Scalding Baskets. See Baskets.
Windmills and Water Supply System. See Tanks, Wood.

WRAPPERS, Corrugated, Bottle.

Hinde & Dauch Paper Co., Sandusky, O.



1928 MODEL VINER

MAXIMUM CAPACITY AT ALL BEATER SPEEDS

CONSTANT speed drive to *REEL* thru roller chain and live travellers mounted on *TIMKEN BEARING SHAFTS.*

VARIABLE speed drive to *BEATER CYLINDER ONLY*

Patented March 15, 1928
(REEVES Transmission)

CHISHOLM-RYDER COMPANY, Incorporated

NIAGARA FALLS, N. Y.

MANUFACTURERS OF

Green Pea Viners
Green Pea Feeders
Green Bean Graders
Green Bean Cleaners
Green Bean Snippers
Conveyors
Can Markers
Lift Trucks

SPECIAL MACHINERY BUILT TO ORDER

SPECIAL AGENTS

JAMES Q. LEAVITT COMPANY
Ogden, Utah

A. K. ROBINS & CO., INC.
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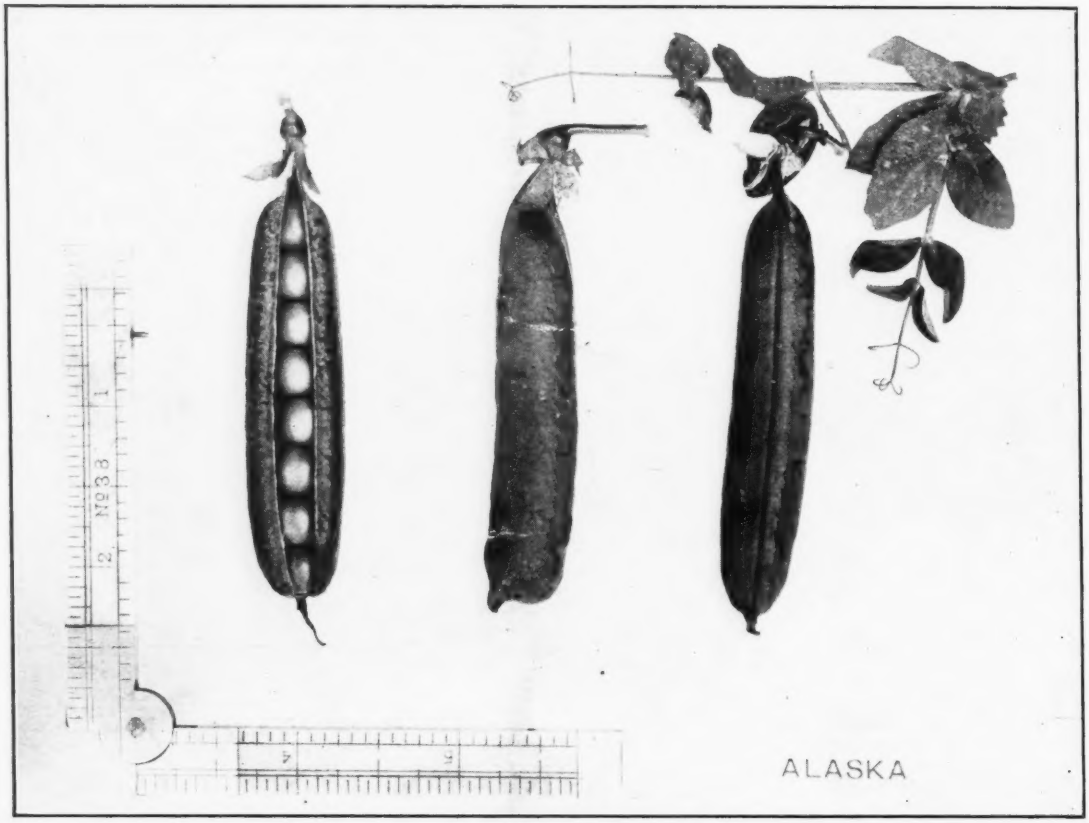
Hamilton, Ontario

KITTREDGE LABELS CHICAGO

DEPENDABLE SEED

is the foundation of

QUALITY PRODUCT in the CAN



Alaska Peas

From the beginning of the canning of Peas the *ALASKA* has been used in larger volume than any other variety. Consequently we are devoting constant effort to the development of better and still better strains. In the vital factors of *Pod size, number* of *Peas per Pod,* and *Number* of *Pods* per *Vine Ready* for *Canning* at a *Given* Day, our stock is a *Leader.*

More than 1000 acres are devoted to Breeding Ground operations to insure continuous Pedigreed Lines of parent stocks of all kinds of seed that *Canners* use.

ASSOCIATED STOCKS ARE KNOWN FOR QUALITY

WE SOLICIT YOUR ORDERS FOR 1932 PLANTING OR UNDER FUTURE CONTRACT

Associated Seed Growers, Inc.

Consolidating

The Everett B. Clark Seed Co. N. B. Keeney & Son, Inc. John H. Allan Seed Co.

Breeders and Wholesale Growers

New Haven, Connecticut

BRANCH WAREHOUSES LOCATED FOR CONVENIENT DISTRIBUTION AT MINIMUM TRANSPORTATION COST.